

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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May, 1940

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Eastern Office
71 West 23rd St., New York City, N. Y.
Telephone . . . Gramercy 5-5958

for May, 1940

page 5



"BUYERS Candy Andy"

CANDY PRODUCTION Machinery, Materials, Supplies



Check the items for which you are, or will soon be, in the market, and we will see that you are supplied with complete information about them, or that a salesman contacts you.

THE MANUFACTURING CONFECTIONER

400 W. Madison St., Chicago

71 W. 23rd Street, New York

Machinery and Equipment

Air

Conditioning Equipment
Fans
Tunnels, Cooling

Basket Dipping Machines

Batch

Rollers
Warmers

Beaters

Cream
Egg and Gelatine
Marshmallow
Whip

Belting

Conveyor
Packing
Power

Boards and Trays

Caramel
Dipping
Starch

Chocolate and Cocoa

Machinery
(Specify)

Coaters

Conditioner and Cleaner, Starch

Cookers

Continuous
Vacuum

Cutters

Adjustable Steel Roll
Continuous

Depositors

Furnaces

Electric
Gas

Handroll Machines

Kettles

Choc. Melting and Mixing
Mixing
Open Fire
Steam Jacketed
Tilting

Mills, Sugar

Meters, Flow

Mixers

Motors

(Specify Size)

Moulds

Aluminum
Metal
Rubber

Nut Machinery

Blanchers
Crackers
Roasters

Pans, Revolving

Popcorn Poppers

Pulling Machines

Pumps

(Specify Type)

Racks

Refrigerating Machinery

Rollers

(Specify Type)

Scales

Platform
Table

Slabs, Cooling

Marble
Steel

Steam Traps

Stick Candy Machines

Sucker Machines

Temperature Controls

Trucks, Hand

Valves

X-Ray Equipment

Raw Materials

Acids

(Specify)

Albumen, Egg

Butter, Coconut

Caramel Cream and Paste

Chemicals

(Specify)

Cherries, Dipping

Coating, Chocolate

Coconut

Colors

(Specify)

Corn Products

Starch

Sugar

Syrup

Cream, Fondant

Fats and Oils

Flavoring Materials

Emulsions

Essential Oils

True Fruit

Synthetic Fruit

Vanilla

Vanillin

Fruit Products

Dipping

Glaze

Gelatin

Glaze, Confectioners'

Gum Arabic and Tragacanth

Honey

Invertase

Lecithin

Licorice

Maple Sugar and Syrup

Marzipan

Milk Products

Dry

Condensed

Plastic

Molasses

Nuts, Shelled and Unshelled

Oil, Slab

Pectin

Starch, Corn

Sugar

Beet

Cane

Corn

Invert

Liquid

Maple

Miscellaneous Supplies & Services

Cleaning Materials

Insecticides

Paints

Laboratory Service

Other

☐ Have Salesman Call

☐ Send Literature, Prices, Etc.

Company

Street

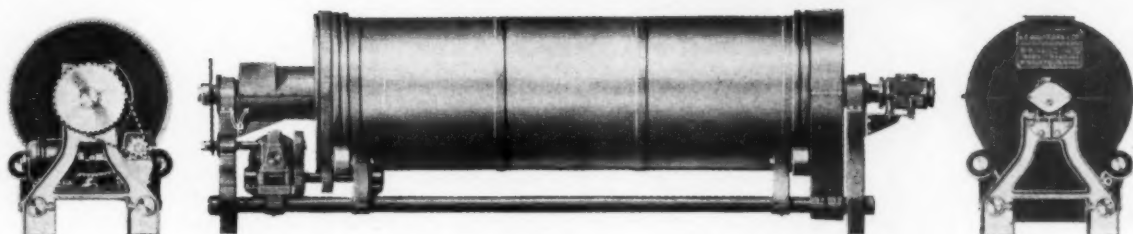
City

State

By

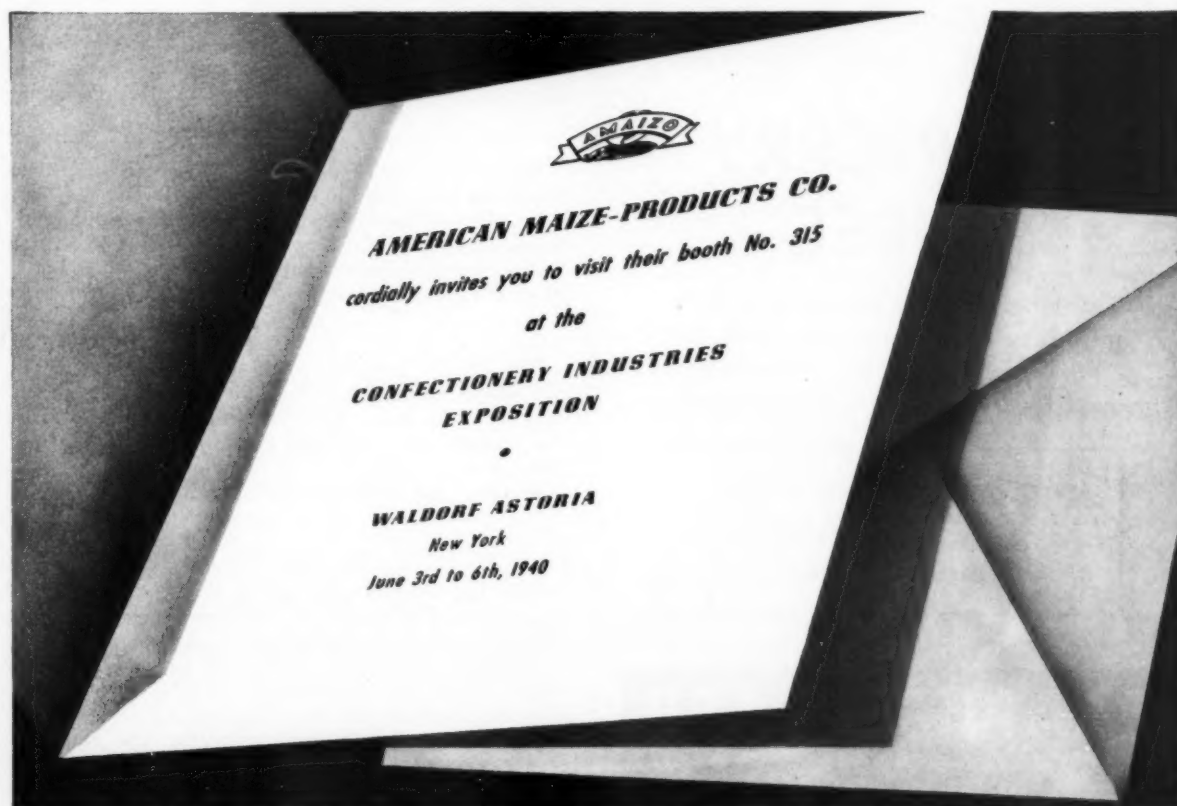
Note: This request must bear the name of the firm and must be signed by the authorized purchasing agent or an officer of the firm. If an individual firm, by the owner.

MOISTURE CONTROL IN MOULDING STARCH



THE BULLERJAHN STARCH CONDITIONER IS GUARANTEED TO DELIVER MOLDING STARCH CONDITIONED TO ANY SPECIFICATION OF MOISTURE CONTENT AND TEMPERATURE WHICH MAY BE REQUIRED IN THE CANDY FACTORY. IT IS GUARANTEED TO KEEP PACE WITH THE MOGUL AT ALL OPERATING SPEEDS. IT WILL PERFORM CONTINUOUSLY WITHOUT CLOGGING THROUGHOUT THE PRODUCTION DAY. WRITE US FOR A LIST OF SATISFIED USERS.

A. D. BULLERJAHN AND COMPANY
704 East Pleasant St., MILWAUKEE, WIS.





*Improve Your Chocolates
Increase Your Sales
with the powerful appeal of
Blanke-Baer's
Concentrated Seedless Pure Fruit*

RASPBERRY PUREE

The strong flavor and delicious taste of ripe raspberries comes through the cream and chocolate. A chocolate that consumers will search for "another one" in your assortments.

FREE On request we'll gladly send you a sample box of chocolates made with our pure fruit Raspberry Puree. Write today.

BLANKE-BAER

EXTRACT AND PRESERVING CO.
3224 South Kingshighway Blvd., St. Louis, Mo.

GOOD DELICIOUS FOOD
ENJOY SOME EVERY DAY

OFF THE PUBLISHER'S CUFF

WE SINCERELY hope that every candy manufacturer, regardless of whether he is an official of the N.C.A. or not, takes time to visit the booths at the Confectionery Industries Exposition. It is only good sportsmanship on the part of manufacturers to give this courtesy to the exhibitors. Remember the nursery rhyme about the goose and the golden eggs.

Down at the Dilling plant in Indianapolis, I saw the oldest candy in existence. This is candy which was given an award at the 1900 Universal Exposition at the World's Fair in Paris, France. Mr. Dilling was in Paris at that time. I was especially interested in the finely-spun stick candy—something we don't see on the market today. . . . Mrs. Dilling and Mr. Dowling are certainly gracious hosts. They showed me a new novelty item. The containers are made of candy—red and white stick candy heart boxes filled with chocolates. Very effective.

Dr. Wharton, chief of the Eastern district, Food-Drug Administration, will undoubtedly bring his exhibit of deceptive candy packages to the N.C.A. convention, where he will speak. Many of these packages were viewed at the recent Packaging Conference, and later I saw others in Dr. Wharton's office in New York. THE saw others in Dr. Wharton's office in New York. THE MANUFACTURING CONFECTIONER published extracts in April of Dr. Wharton's speech at the Packaging

Mrs. Alice Day, representing the Consumers' viewpoint, has been added to the staff of Rockwood and Company. This is the first instance I know of where a candy manufacturing company has added a woman to its staff to tell the management what the consumer wants and to give counsel on the company's approach to the consumer.

The Candy Industry received widespread publicity this month when Gallahadion, three year old owned by Mrs. Ethel V. Mars, won the Kentucky Derby. When her husband, the late Frank C. Mars, died, he left Mrs. Mars a candy business and a string of horses. From all indications she is doing all right with both.

In the past month, THE MANUFACTURING CONFECTIONER has lost two good friends by death, Mr. Conrad Spoehr and Mr. Charles H. Redding. Mr. Spoehr has been an inspiration through his loyalty to quality candy and better packaging. He served on our Packaging Clinic board since its inception in 1935. Mr. Redding also carried the banner of quality, and my visits with him were always an added incentive to keep THE MANUFACTURING CONFECTIONER on the "up beat." He was a good friend to this Industry."

—P.W.A.



PLAN TO BE AT THE WALDORF-ASTORIA

NEW YORK, JUNE 3-6

N. C. A. CONVENTION PROGRAM

57th Annual Convention of the National Confectioners' Association, Waldorf-Astoria, New York, June 3-6, 1940

MONDAY, JUNE 3 **Silver Corridor**

- 9:00—Registration and Purchase of Luncheon Tickets.
- 12:30—Opening Session—Luncheon Meeting, Grand Ballroom—President H. R. Chapman, presiding.
- 1:15—Announcements—Herman L. Hoops, General Convention Chairman.
- 1:30—Address of Welcome—An Outstanding National Figure Will Make The Address.
- 2:00—The Robinson-Patman (Price Discrimination) Act In Its Relation to the Confectionery Industry—A. W. DeBirney, Attorney, Federal Trade Commission, Washington, D. C.
- 3:00—Some Aspects of the New Federal Food, Drug & Cosmetic Act Applicable to Confectionery—W. R. M. Wharton, Chief, Eastern District, Food-Drug Administration.

Other Activities

- 4:30—Meeting of Resolutions Committee—W. C. Dickmeyer, Chairman.
- 4:30—Meeting of Package Goods Manufacturers for Consideration of "Telegraph Candy" Plan.
Assembly Rooms 4 J-K-L

TUESDAY MORNING, JUNE 4 **Grand Ballroom**

- General Session—Vice President H. L. Brown, presiding.
- 9:45—Motion Picture—"Word Magic"—Courtesy, Aetna Casualty & Surety Co.
- 10:00—In Memoriam.

- 10:10—Report of the President and Staff—President H. R. Chapman.
- 10:30—Report of Treasurer—Treasurer F. J. Kimbell.
- 10:45—"Market Research As A Modern Selling Tool"—W. F. Deveneau, Sales Promotion Manager, National Folding Box Co., New Haven, Conn.
- 11:10—"Selection and Development of Sales Personnel"—Morris L. Pickus, president, Personnel Institute, Chicago, Ill.
- 11:40—"Results of the Industry's Merchandising-Advertising Campaign"—Thomas J. Payne, Vice President, Reed Candy Co., Chicago, Ill.

Other Activities

- 10:00 A.M.—Assembly in Ladies Headquarters (Carpenter Suite) for Ladies' Outing to Crescent Club, Huntington, Long Island. Busses Will Be Provided.

TUESDAY AFTERNOON, JUNE 4 **Grand Ballroom**

- Forum and Production Session—George H. Williamson, presiding.
- 1:45—Motion Picture—"International Conference on Packaging"—Presented by Modern Packaging Magazine.
- 2:00—"Why Not Streamline Your Factory and Increase Your Profits?"—Herbert Rosengren, Consulting Engineer, Westwood, N. J. Collaborator: E. W.



S. W. HALLSTROM

Vice President, Walter H. Johnson Candy Co., Chicago, and Second Vice President of the N.C.A., Who Will Preside at the Wednesday Morning Session.



GEORGE WILLIAMSON

Williamson Candy Co., Chicago, Will Again Preside Over the Production Session.



MORRIS L. PICKUS

Personnel Institute, Chicago, Who Speaks on "Selection and Development of Sales Personnel" at the Tuesday Morning Session.

CONVENTION HEADLINERS

57th Annual Convention

NATIONAL CONFECTIONERS ASSOCIATION

Waldorf-Astoria, New York
June 3-6



HARRY R. CHAPMAN

N.C.A. President; Vice President, New England Confectionery Co., Cambridge, Mass.



W. C. DICKMEYER

Wayne Candies, Inc., Ft. Wayne, Indiana, Who is Chairman of the Resolutions Committee.



HARRY L. BROWN

Brown & Haley, Tacoma, Wash., and First Vice President of the N.C.A., Who Will Have Charge of the Tuesday Morning Meeting.



HERMAN L. HOOPS

Hawley & Hoops, New York, Who is General Convention Chairman.



F. H. RAWLS

Chief of the Foodstuffs Division, Bureau of Foreign and Domestic Commerce, Washington, Who Will Talk on "The Consumer's Dollar" at the Wednesday Morning Session.

Love, Production Manager, Briston-Myers Co., New York, N. Y.

2:45—"Color, Candy and Profits"—Faber Birren, Color Consultant.

3:30—"Housekeeping in the Bakery Industry"—Peter G. Pirrie, Editor, Baker's Weekly; Chemical Engineer and Author.

Other Activities

4:30—Meeting of Manufacturers of Peanut Candies—Assembly Rooms 4 J-K-L.

WEDNESDAY MORNING, JUNE 5

Grand Ballroom

Business Session—Vice President S. W. Hallstrom, presiding.

9:45—Motion Picture—"Your Town—A Story of America"—Presented by National Association of Manufacturers of the U. S.

10:00—"Credit and Collection As Applied to the Candy Manufacturing Industry"—Arthur L. Stang, Credit and Collection Manager, The Cracker Jack Co. and Angelus-Campfire Co., Chicago, Ill.

10:30—"The Consumer's Dollar"—F. H. Rawls, Chief, Foodstuffs Division, Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, Washington, D. C.

11:15—"Waste Elimination"—Clifton H. Cox, Industrial Engineer, Johnson and Johnson, Inc., New Brunswick, N. J.

WEDNESDAY AFTERNOON, JUNE 5

Grand Ballroom

1:45—"Quiz"—President H. R. Chapman, presiding. Patterned along the lines of Radio Quiz Programs, this session will be devoted to Questions and Answers on Technical Problems, Management Problems, Sales Problems, Etc. Participants will be five men from the Association's active member list and five from the associate membership.

Executive Session—President H. R. Chapman, presiding. Report of Resolutions Committee—W. C. Dickmeyer, chairman.

Report of Board of Directors—H. L. Brown, vice president.

Report on Election of Directors—M. F. Burger, N.C.A. Secretary.

Induction of New Officers and Directors.

Unfinished Business.

New Business (Barrington Associates' Study of N.C.A.)

Adjournment.

Other Activities

7:30 P.M.—Assembly in Silver Corridor.

8:00 P.M.—Dinner Dance in Grand Ballroom.

Presentation of Trophy for Prize-Winning Exhibit by Thomas J. Payne.

for May, 1940



The Waldorf-Astoria Hotel, New York, Will Be the Scene of the 57th Annual Convention of the National Confectioners Association, June 3 to 6, 1940.

THURSDAY, JUNE 6

Exposition Hall

Superintendents' and Foremen's Day.

This is a new feature of the Convention, designed to heighten the educational value of the Exposition to the Industry by familiarizing plant superintendents and foremen with the outstanding new ideas and developments in the field of production and processing. Manufacturing confectionery plants in the New York area will close their factories or reduce operations at noon to give their executive plant personnel an opportunity to visit the Exposition. An invitation is also extended to the Associated Retail Confectioners, meeting in New York, to spend this afternoon at the Exposition.

THURSDAY, JUNE 6

Winged Foot Golf Club

Mararoneck, N. Y.

Golf Tournament—John H. Forsman, chairman; D. P. O'Connor, vice chairman. Medal Play in Three Classes: Class A—1 to 10 handicap; Class B—11 to 20 handicap; Class C—21 to 35 handicap. There will be five prizes for each class. In addition, for the first time, the Herman W. Hoops Memorial Trophy will be awarded to the active N.C.A. member turning in the low gross score. All entries must be in by May 29.

7:00 P.M.—Dinner at the Club.

CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY

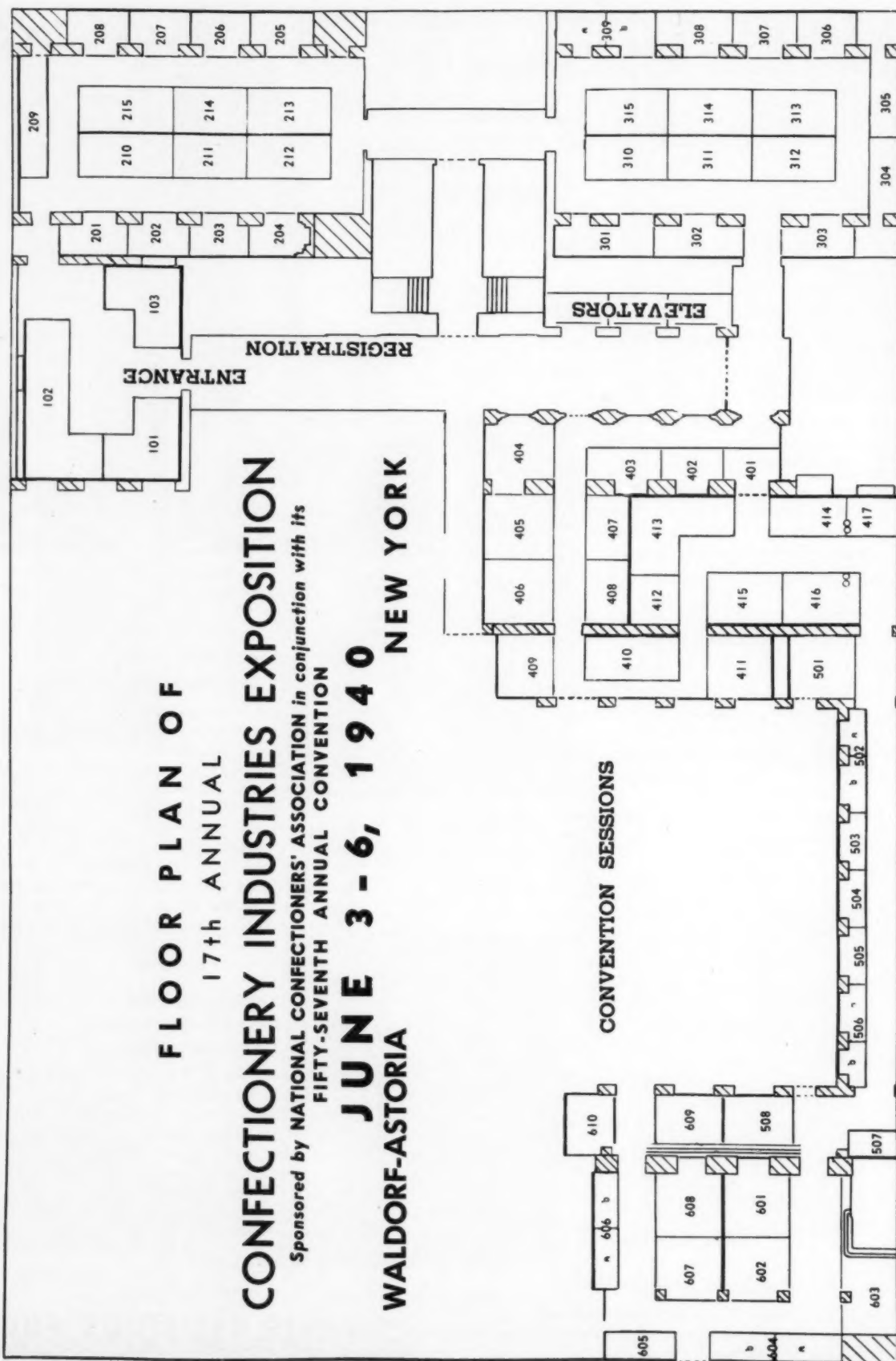
FLOOR PLAN OF 17th ANNUAL

CONFECTIONERY INDUSTRIES EXPOSITION

Sponsored by NATIONAL CONFECTIONERS' ASSOCIATION in conjunction with its
FIFTY-SEVENTH ANNUAL CONVENTION

JUNE 3 - 6, 1940

WALDORF-ASTORIA NEW YORK



DIRECTORY OF EXHIBITORS

Confectionery Industries Exposition During N. C. A. Convention

June 3, 4, 5, 6, at the Waldorf-Astoria, New York

Note: The exhibitors listed in boldface type have further described their products in the Advertising Pages of The MANUFACTURING CONFECTIONER.

AMERICAN MACHINE & FOUNDRY COMPANY, 511 Fifth Avenue, New York, N. Y. Booth No. 405-406. Exhibit: Rose candy machinery and AMF Glen mixers. Rose machines consist of the "IST" twist wrapping machine; "ISB" bunch wrapping machine; "Eagle" caramel machine; and batch roller. In attendance: W. H. Kopp, H. E. Varrelman, R. G. Sutherin.

AMERICAN MAIZE PRODUCTS CO., 100 East 42nd St., New York, N. Y. Booth No. 507.

AMERICAN SUGAR REFINING CO. and FRANKLIN SUGAR REFINING CO., 120 Wall Street, New York, N. Y. Booth No. 602. Exhibit: Various types of pure cane sugars for use by the confectionery industry, together with an ornamental display of most attractive confections made with pure cane sugars. In attendance: American Sugar Refining, Charles H. White, Jr., general sales manager; Joseph W. Mooney, asst. to vice president, sales; Geo. P. Engel, Eastern district sales manager; William E. Johnson, Eastern district; Edwin J. Stinchnoth, sales rep.; Michael J. Murray, sales rep.; John Z. Cramer, sales rep.; William R. Mahn, sales rep.; and John F. Rousseau, sales rep. For Franklin Sugar Refining, Walter E. Beard, manager. For both companies, Louis A. Willis, technologist and Dr. Stroud Jordan, manager, manufacturers' service division.

ARMOUR & COMPANY, Chicago, Illinois. Booth No. 314. Exhibit: Cloverbloom spray powdered fresh egg whites in standardized packages and glass jar containers. Finished products will appear on a central display to exhibit the finished performance of Cloverbloom spray powdered fresh egg whites. In attendance: C. D. Wilbur, George W. Eddington, George U. Vanneman, J. R. Turner.

ATLANTIC GELATIN COMPANY, Inc., Hill Street, Woburn, Massachusetts. Booth No. 302. Exhibit: Ground Gelatine in glass jars. In attendance: Joseph H. Cohen, W. H. Cochran, W. I. Gorfinkle, W. H. Jose, F. J. DeKnight.

WALTER BAKER & COMPANY, Inc., Dorchester, Massachusetts. Booth No. 209. Exhibit: Chocolate coatings. In attendance: Herbert Thiele, R. G. Kenny, S. H. Stayton, R. W. Gries, J. F. Weaver, E. R. Holzmacher, E. G. Derby, H. O. Frye.

BARRETT-CRAVENS CO., 3555 West 30th St. Booth No. 603-A. Exhibit: Lift trucks with steel leg platform portable elevator; material handling equipment. In attendance: E. J. Heimer.

BASIC INDUSTRIES, Inc., 919 North Michigan Avenue, Chicago, Illinois. Booth No. 309-B. Exhibit: Special milk products, Pectin, Hyfat. In attendance: Louis O. Stokes, Charles K. Preston, Alfred B. Cassidy, A. B. Cassidy, Jr., H. C. Nuss, Alan B. Campbell.

BASSONS, 57-02 48th Street, Maspeth, L. I., New York. Booth No. 606-A. Exhibit: Colossal candy box, cover of which opens and closes. In attendance: Arthur Basson, Maurice Basson, Aaron Grossman.

BRAZIL NUT ADVERTISING FUND, 60 Hudson Street, New York. Booth No. 409. Exhibit: Brazil nuts—how they grow, how they are gathered and how the candy industry can use them better. In attendance: T. R. Schoonmaker, Miss Patricia Howell.

THOMAS BURKHARD, INC., New York, N. Y. Booth No. 606-B. Exhibit: Kettles and other confectionery equipment.

BURRELL BELTING COMPANY, 413-417 South Hermitage Avenue, Chicago, Illinois. Booth No. 504. Exhibit: Glazed cooling tunnel belting & plaques, feed table belts, bottomer table belts, turn table belts peanut feeder belts, batch roller belts, caramel cutter belts with metal lace, caramel cutter boards (treated) fan & drum woven endless belts, cocoa press pads, splicing cement, splicing tape. In attendance: Ross E. Forbes; Earl F. Mayer, Paul J. Buss, William H. Jenks, John M. Moyer, Howard G. Aylesworth.

CALIFORNIA FRUIT GROWERS EXCHANGE, PRODUCTS DEPARTMENT, Ontario, California. Booth No. 415-416. Exhibit: Candy made from exchange citrus Pectin (patented process), exchange citric acid, exchange lemon and orange oils. In attendance: M. L. Chapman, Sales Manager, T. F. Baker, Eastern District Manager, E. L. Rhoads, Central District Manager, H. W. Hall, H. S. Bailey, C. K. Lyle.

CENTRAL STATES PAPER AND BAG CO., St. Louis, Mo. Booth No. 508. Exhibit: Transparent Containers.

CHANDLER SALES & SERVICE CO., New York City. Booth No. 502-A.

CLINTON COMPANY, Clinton, Iowa. Booth No. 501. Exhibit: An ornamental exhibit advertising Clinton products. In attendance: R. E. Clizbe, Vice President and General Manager, Mrs. Naomi Jensen, Secretary to Mr. Clizbe, Geo. E. Corson, Manager of Bulk Starch and Sales Service Departments, A. C. Junge, Assistant Manager Bulk Starch Sales Department.

EXPOSITION HOURS

Monday, June 3

12 M. — 10 P.M.

Tuesday, June 4

9 A.M. — 10 A.M.
12 M. — 2 P.M.
4 P.M. — 10 P.M.

Wednesday, June 5

9 A.M. — 10 A.M.
12 M. — 6 P.M.

Thursday, June 6

9 A.M. — 6 P.M.

CONFECTIONERY AND ICE CREAM WORLD, New York City. Booth No. 202.

CONFECTIONERS JOURNAL, Philadelphia, Pa. Booth No. 307.

CORN PRODUCTS SALES COMPANY, 17 Battery Place, New York City. Booth 410. Exhibit: A line of Confectioners' corn syrup and starches and featuring Dextrose. In attendance: A delegation of officials and sales representatives headed by J. D. Buhner, president and F. Mueller, vice president.

DELFT GELATINE WORKS, 629 Grove Street, Jersey City, New Jersey. Booth No. 412. Exhibit: As last year, the Dutch motif will be carried out with the familiar Delft blue set off by white as the background. A windmill with revolving vanes, set off with tulips will form the theme of the exhibit. In attendance: Hobart J. Thurber, John B. Coleman, George F. Reid, Robert Martin, Harry E. Goodman, Howard A. Wald, Robert D. McLellan, Ann Loeffler, William C. Dickneider.

DECORATIVE ART GLASS COMPANY, 225-9 West Illinois Street, Chicago, Illinois. Booth No. 308. Exhibit: Musical mirror vanity chests, filigree leatherette boxes, grain and marble rarewood boxes, cedar chests, ornamental displays. In attendance: Paul Paisner, N. Stuary.

E. I. DUPONT DE NEMOURS & COMPANY, Inc., "CELOPHANE" DIVISION, Wilmington, Delaware, Booth No. 102. Exhibit: The old vs. the new in merchandising, featuring "Lem Hawkin's General Store" contrasted with a modern retail store. Open display, packages in cellophane. In attendance: M. C. Pollock, Promotion Manager, L. B. Steele, Assistant Director of Sales, R. M. MacDonald, R. J. Crowley and J. C. Jorgensen, New York District Sales Manager.

ECONOMY EQUIPMENT COMPANY, Inc., 223 North Wolcott Avenue, Chicago, Illinois. Booth No. 503. Exhibit: One working model of "Economy" dry air conditioning unit with condensor unit in operation. In attendance: J. Ross Murray, Vice President, Edward Rapisarda, John Sheffman, G. T. Weick.

HARRY L. FRIEND, 52 India Street, Boston, Massachusetts. Booth No. 208. Exhibit: New Englander automatic model hand-roll machine for wholesale manufacturing confectioners. Daily output 5,000 lbs. Samples of product dies, etc. In attendance: Harry L. Friend.

ROBERT GAIR COMPANY, Inc., 155 East 4th Street, New York City. Booth No. 304. Exhibit: Cartons and shipping containers for packaging, display, and shipping candy and raw materials used in the manufacture of candy. In attendance: J. D. Malcolmson, A. J. Weiss, Miss L. Marohn, W. H. Callaghan.

GENERAL FOODS CORP., 250 Park Ave., New York City. Booth No. 209.

J. W. GREER COMPANY, 119 Windsor Street, Cambridge, Massachusetts. Booth No. 402. Exhibit: New automatic cluster and cooling machine, designed for the manufacture of peanut clusters. This unit consists of the coating machine and the cooling machine, which work together and occupy a floor space of only 8' x 10'. In attendance: J. W. Greer, F. W. Greer, Don S. Greer, S. W. Smith, T. Flint, J. F. Reis, E. M. Johnson.

J. S. HUBINGER COMPANY, Keokuk, Iowa. Booth No. 305. Exhibit: Corn products for the Confectionery Industry.

INTERNATIONAL CONFECTIONER, New York City. Booth No. 303.

A. KLEIN & COMPANY, Inc., 113 West 17th Street, New York City. Booth No. 311. Exhibit: Complete line of high grade confectionery boxes. Many new creations and novelties, among them a line of tray packages. In attendance: Adolph Klein, Joseph Ehrenfeld, William Michaelis, Frederick Braued.

H. KOHNSTAMM & CO., Inc., 87 Park Place, New York, N. Y. Booth No. 301. Exhibit: Certified food colors and flavoring extracts. In attendance: Louis J. Woolf, secretary; Hugo Pulver, vice president, Chicago Branch; Arthur Vogel, sales manager; E. M. Moss metropolitan representative; W. D. Harrison, New England representative; A. J. Torter, Pennsylvania representative.

J. M. LEHMANN COMPANY, Inc., 248-250 West Broadway, New York, N. Y. Booth No. 203. In attendance: E. E. Mueser, president, G. M. Poverud, sales representative, G. Jack, chief engineer.

LEIPZIG & LIPPE, Inc., 1166 Broadway, New York, New York. Booth No. 502-B. Exhibit: Basket and fancy boxes for packaging. In attendance: William B. Leipzig, Jerome S. Lippe, Richard Loeb.

JAMES B. LONG & COMPANY, Chicago, Illinois. Booth No. 505. Exhibit: Food colors and flavors. In attendance: James B. Long, president, Dr. C. F. Meibes, Eastern representative.

THE MANUFACTURING CONFECTIONER, Chicago, Ill. Booth No. 401. In attendance: Mrs. E. R. Allurd, O. F. List, E. C. Pilcher.

C. K. MARCELL CO., New York City. Booth No. 205.

THE MARCO COMPANY, Philadelphia, Pennsylvania. Booth No. 414. Exhibit: A new type of homogenizer called the Flow-Master, and the Kom-bi-nator which grinds liquid solids to as small as one micron and also mixes, blends, emulsifies, homogenizes and stabilizes. The Flow-Master Sanitary Pump for handling materials of either light or heavy viscosity.

MERCHANTS BOX CO., Dallastown, Pa. Booth No. 206.

MERCK & COMPANY, Inc., Rahway, New Jersey. Booth No. 407. Exhibit: Fruit acid acidulents, buffers, flavors, and preservatives. In attendance: W. F. McDonald, C. P. Messersmith, F. C. Cosby, W. J. Donnan.

MILPRINT, Inc., Milwaukee, Wisconsin. Booth No. 403. Exhibit: Cellophane in candy packaging and perhaps other materials with indirect lighting spotlighting various types of candy packaging. In attendance: Shy Rosen, Ken Knowles, Henry Jentzen.

NATIONAL BUNDLE TYER COMPANY, Blissfield, Michigan. Booth No. 17. Exhibit: Saxmayer tying machines for tying or bundling small shrubs, vegetables, etc. Electrically or hand operated machines that tie these articles in a minimum of time. In attendance: Charles Schumacher, Manager, G. F. Brown, C. Trew.

NATIONAL EQUIPMENT COMPANY, 3640 Main Street, Springfield, Massachusetts. Booth No. 210-215 Exhibit: Harmonic motion depositor which is a part of the improved mogul. In attendance: Geo. A. Bausman, Col. A. L. Bausmann, Howard C. Baum, New York City, F. S. Moulton, Chicago, B. E. C. Gillette, Boston, Massachusetts.

NATIONAL SAMPLE ADVERTISING SERVICE, Philadelphia, Pennsylvania. Booth No. 609. Exhibit: Literature and other material outlining the advertising service offered confectionery manufacturers through this company's plan.

NATIONAL SUGAR REFINING COMPANY, 129 Front Street, New York City. Booth No. 313. Exhibit: Various grades of candy sugars, liquid sugar and Krist O'Kleer invert sugars for the Confectionery Industry. In attendance: P. G. Moller, E. Laroza, John S. Ware, Oscar Spiegelhalter, Paul Harwick, R. Truman, L. Derryberry, H. Schuh.

NATIONAL STARCH PRODUCTS, Inc., 820 Greenwich Street, New York City. Booth No. 310. Exhibit: Starches for gums, jellies, caramels and molding. In attendance: George M. Simmons, John C. Clay, Frank Greenwald, Chester A. Gage, Arthur Mayer, Philip M. Liner, F. C. Campins, T. A. White, Glen Price, David S. Hogmer.

THE NULOMOLINE COMPANY, 120 Wall Street, New York, New York. Booth No. 211. Exhibit: Special display illustrating recent discoveries and improvements resulting from research work on materials and processes used by large, small and medium size candy manufacturers. Showing new types of confections and emphasizing maintenance of appearance, retention of flavor characteristics and protection of candies during processing, storage and merchandising. In attendance: M. E. Berrye, sales-service; E. H. Davidson, sales-service; A. Friedlich, sales; K. C. Fromm, Sales-service; C. E. Henry, sales-service; A. J. Holmes, sales; A. A. Jackson, research-servicing; J. A. King, sales-service; W. B. Rosel, sales; R. F. Walthers, sales; F. Williams, sales.

PENICK & FORD, LTD., INC., 421 Lexington Ave., New York, N. Y. Booth No. 610. Exhibit: Display of corn syrup, "C" starch, special moulding starch and other products for the confectionery trade. In attendance: D. P. O'Connor, M. M. Kennedy, H. A. Horan, O. R. Steffens, H. A. Harvey, H. T. Wager, W. J. Brown, G. C. Callerman, W. G. Ahern, W. Johnson, and A. Brooks.

CHAS. PFIZER & CO., Inc., 81 Maiden Lane, New York, New York. Booth No. 214. Exhibit: Blue and white display with indirect lighting—exhibiting citric acid, tartaric acid, cream tartar and gluconic acid.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts. Booth No. 101. Exhibit: Two machines—model FA adjustable carton wrapping machine, and model 22-B which wraps individual pieces of hard boiled goods and soft-center candies. In attendance: George A. Mohlman, J. R. Tindal, E. G. Westervelt, A. B. Hull, Harold Mosedale.

REYNOLDS METALS CO., Richmond, Va. Booth No. 413.

RIEGEL PAPER CORPORATION, 342 Madison Avenue, New York, N. Y. Booth No. 417. Exhibit: New type of Diafane caramel wrap. In attendance: Oscar Wilts, F. L. Triggs.

ROSS & ROWE, 75 Varick Street, New York City. Booth No. 103. Exhibit: Ross & Rowe's specialties including Yelkin and Lexin, the standardized lecithins; Placto, the plastic milk; Oroco, the perfect fat for candy; Miroset, the perfect fat for compound coatings; and Fries flavors. In addition, there will be introduced at the show a new milk product for the Confectionery Industry which has been developed by the Ross & Rowe chemists. In attendance: J. Edward Rowe, William F. Schlesinger, James P. Booker, James E. Lynch, Oscar M. Stout, Harry Smith.

MAX RUBIN & SONS, 53 Greene Street, New York City. Booth No. 604-A. Exhibit: New items in gift boxes—chests of drawers, heart boxes, Easter eggs, mirror boxes and new numbers in miniature luggage.

SAVAGE BROS. CO., 2638 Gladys Avenue, Chicago, Illinois. Booth No. 605. Exhibit: Redesigned tilting mixer direct connected with V belts to motor. This mixing kettle can now be supplied with totally enclosed bevel gears, eliminating drippage into the batch. In attendance: R. J. Savage, Sr., R. E. Savage, W. P. Halpin, H. J. Linden, O. E. Segrin.

F. J. SCHLEICHER PAPER BOX COMPANY, St. Louis, Missouri. Booth No. 201. Exhibit: A complete line of fancy candy boxes together with the newest designs for Valentine hearts. Also, latest suggestions for printed trade mark boxes. In attendance: A. K. Schleicher, L. H. Schleicher, Frank H. Schleicher, Frank H. Horning, George Grey.

SEYMOUR PRODUCTS CO., New York City. Booth No. 306.

A. E. STALEY MFG. CO., Decatur, Illinois. Booth No. 213. Exhibit: Staley's Sweetose as compared with ordinary confectioners' corn syrup. In attendance: C. H. Davidson, I. F. Wieland, F. H. Brock, Sam H. Ray, Fred K. Baensch, C. C. Hollis, Geo. H. Batchelder, O. D. Sutter, W. H. Cooley, L. D. Borden, L. H. York, J. J. Reavis.

STERLING DOLL CO., Inc., 15 West 26th Street, New York City. Booth No. 309 A. Exhibit: New and different novelties that can be used in conjunction with the sale of candy for the various holiday occasions. In attendance: Cy Klugler, Murray Berkowitz, Alex May.

SWIFT & COMPANY, Union Stock Yards, Chicago, Illinois. Booth No. 64. Exhibit: Featuring Swift's Brookfield dried egg albumen. A chemist's shop in which attendants will perform experiments. In attendance: J. A. O'Malley.

SYLVANIA INDUSTRIAL CORPORATION, 122 East 42nd Street, New York City. Booth No. 212. Exhibit: Sylvania cellophane in plain sheets, holiday printed and converted products for confectionery packaging—ribbons, shavings, plain and printed bags. In attendance: H. W. Dearborn, E. M. Farris, H. H. Fetzer, R. D. Handley, F. T. Helmer, R. M. Levy, R. E. Murray, W. R. Poucher, R. E. Sexton, C. B. Stiner, E. V. Weston.

TRAVER CORPORATION, 358 West Ontario Street, Chicago, Illinois. Booth No. 408. Exhibit: Displaying cellophane—multi-color printed in sheet and roll form, cellophane bags—plain and printed, glassine—multi-color printed in sheet and roll form, Loxtite candy box partitions, dividers, trays and boats for candy boxes, foil—multi-color printed in sheet and roll form, Traco transparencies. In attendance: G. W. Traver, President, V. J. Sheridan, Sales Manager, H. Nock, specialty sales, C. D. Ackerman, specialty sales, Miss P. L. Maley, Manager Eastern division, G. L. Stark, Salesman, J. F. Meury, Salesman.

C. E. TWOMBLY COMPANY, 146 Mystic Avenue, Medford, Massachusetts. Booth No. 506. Exhibit: Candy cups, glassine aluminum foil, colored wax, display cups, laya board boats, corrugated box liners. In attendance: W. E. Smith.

UNION STANDARD EQUIPMENT CO., 318 Lafayette St., New York City. Booth No. 312.

UNION STARCH & REFINING COMPANY AND UNION SALES CORPORATION, Columbus, Indiana. Booth No. 411. Exhibit: Scientific data shown in the form of charts outlining the value of dextrines, maltose and dextrose as a food. Demonstrations of some practical uses of corn syrup in the candy batch. In attendance: Harry W. Kinney, Paul H. Stambaugh, P. R. King, Dr. W. R. Fetzer, E. B. Pulse, Henry D. Schlosser, and Frank A. Witt.

VACUUM CANDY MACHINERY, 15 Park Row, New York, N. Y. Booth No. 207. Exhibit: Simplex vacuum cooking and cooling fondant unit, cooking and melting kettles of various types, and photographs of actual installations of various simplex units. In attendance: C. F. Covert, J. C. Smaltz, C. J. Rossner, R. S. Hislop, R. A. Bassett, E. M. Turner.

VOSS BELTING & SPECIALTY CO., 5301 Ravenswood, Chicago, Ill. Booth No. 507.

W-E-R RIBBON CORPORATION, 440 Fourth Avenue, New York, New York. Booth No. 204. Exhibit: Ribbons in large variety, both in plain and novelty effects, suitable for all-year tyings and for special holiday requirements. In attendance: Saul M. Rosenfeld, Ira Kalins.

WEINMAN BROTHERS, 325 North Wells Street, Chicago, Illinois. Booth No. 506-B. Exhibit: Complete line of transparent acetate boxes and counter displays for the packaging and display of confections and allied products. In attendance: Arthur Weinman, Richard Ehrlich.

A.R.C. Convention Program in Brief

FOLLOWING is an outline of the program for the 24th Annual Convention of the Associated Retail Confectioners Association of the U. S., to be held at the Pennsylvania Hotel, New York, June 3 to 5, 1940:

MONDAY, JUNE 3

- 10:45 A.M.—Call to Order—President John Mavrakos, presiding.
Address of Welcome—By the President.
Report of Association Activities—Secretary W. Blatner.
- 12:00 A.M.—Washington Review—Walter Chamblin, Jr., Washington Representative of the National Association of Manufacturers and National Industrial Council.
- 1:15 P.M.—Good Fellowship Luncheon.

Afternoon

- 2:30 P.M.—Window Display Clinic—Miss M. A. Gilbert, Maud Muller Candy Company, Dayton, Ohio, presiding.
1. Hallowe'en Window, by Mavrakos Candy Co., St. Louis, Mo.
 2. Mother's Day Window, by Putnam, Inc., Cincinnati, O.
 3. Vacation Window, by Dutch Chocolate Shops, Columbus, O.
 4. Summer Window, by Heber Harter, Inc., Cleveland, O.
 5. Valentine Window, by Maud Muller Candy Co., Dayton, O.
 6. Merchandising Window, by Mrs. Stover's Bungalow Candies, Kansas City, Mo.
 7. Merchandising Window, by Mary Lincoln Candies, Inc., Buffalo, N. Y.
 8. Christmas Window, by Dimling's Candy Shops, Pittsburgh, Pa.
 9. Window of Specials, by Wieda's, Paterson N. J.
 10. Easter Window, by Frank G. Shattuck Co., New York, N. Y.

Following presentation of these windows, the candies used in each display will be put through the candy clinic, by Miss Gilbert.

TUESDAY, JUNE 4

- 9:00 A.M.—Preparation of candy for clinical display.
10 A.M. to 1 P.M.—Candy Clinic.
1:15 P.M.—Auld Lang Syne Luncheon.

Afternoon

- 2:15 P.M.—General Session.
- Buying Raw Materials and Supplies—Seymour Neill, Mrs. Snyder's Home Made Candies, Chicago, Ill.
- Candy Production in Its Various Phases—Charles H. Welch, Jr., Sanders, Detroit, Mich.
- Selling Candy At Retail—Russell Stover, Mrs. Stover's Bungalow Candies, Kansas City, Mo.
- Advertising Candy to the Consuming Public—Herbert Dimling, Dimling's Candy Shops, Pittsburgh, Pa.

Selecting and Training Sales People—John Shattuck, Frank G. Shattuck Co., New York, N. Y.

How To Build A Successful Candy Package—John H. Forsman, C. H. Forsman Co., New York, N. Y.

Use of Ribbon in Tying DeLuxe Candy Packages—Saul M. Rosenfeld, W.E.R. Ribbon Corp., New York.

WEDNESDAY, JUNE 5

- 10:00 A.M.—General discussion of pre-determined questions covering every phase of retail manufacturing, store management, sales, etc.
- 11:30 A.M.—Unfinished Business.
Report of Resolutions Committee.
- 11:45 A.M.—Election and Installation of Officers.

OTHER CONVENTION ACTIVITIES

- Sunday Afternoon, June 2—Golf Tournament.
- Sunday Evening, June 2—House of Friendship welcomes all visiting delegates at a Buffet Supper and Informal Gathering.
- Monday Morning, June 3—Fellowship Breakfast.
- Monday and Tuesday Noon—Industry Luncheons.
- Tuesday, June 4, 7 P.M.—Cocktail Party.
- Tuesday, June 4, 8 P.M.—Annual Dinner Dance and Entertainment.

HOOPS HEADS NEW YORK ASSOCIATION

Herman L. Hoops, Hawley and Hoops, New York, was elected president of the Association of Manufacturers of Confectionery and Chocolate of the State of New York at the annual meeting of the organization at the Pennsylvania hotel, New York, May 2. He succeeds Albert Horowitz. Other officers include: Irving Schaffer, Maillard's, Inc., vice president; William C. Kimberly, secretary-treasurer; and George D. Zahn, counsel. The executive board includes: Claude S. Allen, C. S. Allen Corp.; Charles R. Adelson, Chas. R. Adelson, Inc.; William F. Heide, Henry Heide, Inc.; Frank Kobak, Metro Chocolate Co.; Gordon Lamont, Lamont, Corliss & Co.; Bert D. Rubin, Sweets Co. of America, Inc.; Daniel S. Sanford, National Licorice Co.; F. B. Williams, Fair Play Caramels, Inc. and Albert Horowitz, Up-To-Date Candy Mfg. Co.

Credit executives of the Confectionery Manufacturing Industry will hold a two day meeting at the Royal York Hotel, Toronto, Canada, May 21 to 22, in conjunction with the 45th Annual Credit Congress of the National Assn. of Credit Men. The program for the industry sessions has been prepared under the chairmanship of L. S. Day, W. F. Schrafft & Sons Corp., Boston, Mass., and will include "Eliminate the Rubber Stamp of Effective Credit Management" by J. J. Millar, William Neilson, Ltd., and "Terms of Sale and Terms Chiseling" by B. Frank Fox, Lamont Corliss & Co., New York City.

The Foodstuffs Division, Washington, reports per capita consumption in the U. S. during 1939 of confectionery and competitive chocolate products at 15.9 pounds. Confectionery per capita consumption during 1939 was approximately 4/5 of a pound larger than for 1938. Confectionery sales increased about 5.5% on a poundage basis from 1938 to 1939.

WHITE HEADS WESTERN ASSOCIATION

WELL over 150 candy manufacturers attended the 25th annual convention of the Western Confectioners' Association, April 22-24, at the Biltmore Hotel, Los Angeles, California.

Opening activities, Monday, April 22, were confined principally to registration of members and associates, with an afternoon golf tournament at the California Country Club. The annual stag dinner, Monday evening at the Club, concluded the first social events of the three-day congress. Ladies attending the convention began Monday their high-lighted tour of Los Angeles and Hollywood, interspersing shopping side trips with a full program of theatre and dinner parties.

Late registration was continued on the following morning. At the conclusion of registration details, Warren Watkins, president of the Association, called the first general session to order. The address of welcome, prepared by L. J. Christopher, and read by R. W. Kaneen, chairman of the general convention committee, set the program character, one of cooperation, helpfulness and watchfulness. Harry L. Brown, of Tacoma, made the response, succinctly stating that such industry group meetings were valuable if for no other reason than their provision of opportunities for industry men to get together to insure mutual education and understanding. Official greetings from the National Confectioners' Association were brought by Albert Horowitz, New York, who stayed for all sessions of the western meet and took active part in the discussion clinics.

Afternoon's session of the second day was devoted to an analysis of "Actual Experience under Unemployment Insurance Act." Maurice P. McCaffrey, rules and regulations officer of the California Employment Commission, led the conference. Speeches at this and all succeeding program divisions were greatly limited as to time. Convention plans were laid in such a manner that audience participation was a major factor. Following Mr. McCaffrey's presentation, C. E. Tucker, chief, Bureau of Weights and Measures, Department of Agriculture, led the discussion on deceptive and slack packages under the New Food and Drug Act. A closed session concerning labor conditions and the sugar situation ended Tuesday's program.

The last day, April 24, was set aside for industry study of western candy merchandising, specifically treating the subject: "How Can the Western Manufacturer Secure More Western Business?" Prominent retailers and associates joined in this round table effort. In the afternoon discussion, Warren Watkins guided group thought on the business of educating jobbers and retailers toward selling better candy. Committee reports, general association business and election of officers closed the day's affairs.



T. A. White

The gala President's Ball and Dinner Dance, held at 8:00 p. m. in the Biltmore Bowl, brought down the final curtain on another milestone in the western candy business. Attended by everyone present at the convention, the final social event of the meet far exceeded all expectations. Dancing, dining and merriment silvered the last hours of this Silver Anniversary meeting.

New Association officers for the coming term are as follows: T. A. White, Sierra Candy Company, San Francisco, president; Alfred Beaudry, Beaudry Bros. Candy Co., Los Angeles, vice president; and C. M. Kretchmer, re-elected secretary-treasurer.

S.W.C.A. Plans Candy Show at Convention

PLANS for one of the biggest candy shows in the history of the Southern Wholesale Confectioners Association have been announced by Secretary C. M. McMillan in connection with the association's annual convention, which will be held at Hotel Roanoke, Roanoke, Va., July 25, 26, and 27, 1940.

The ballroom of the hotel, measuring 108 ft. x 55 ft. will be used for the candy show, and it will be so arranged that all who attend the association's business sessions will pass in front of every exhibit in the room.

More than \$100 in valuable prizes will be given to the jobbers who visit and inspect the exhibits in addition to prizes consisting of confectionery. And at definite times throughout the day and evening those present in the display room will participate in drawings for these prizes.

The convention will be planned so that several hours out of each day will be afforded for the jobbers to visit the candy show and inspect the exhibits.

This year, as in the last several years, no charge will be made for the exhibit space and it will be made available to the associate members only. However, a \$5 fee will be charged each exhibitor to defray the cost of the guards and the purchases of the prizes.

Reports from all Southern territories indicate that a record attendance of jobbers is in prospect with a great many coming in from Washington, D. C., and the West Virginia territory. The States of North Carolina and Virginia are planning to turn out en masse for the convention, and the candy show is expected to be one of the greatest attractions in view of the fact that most of the jobbers of this territory have never participated in an S.W.C.A. Convention.

The floor arrangement and the beautiful ballroom are said to be the best in every respect that the S.W.C.A. has ever utilized at its conventions. Every meeting room and the candy show will be located on the lobby floor and the usual problem of getting to and from the various centers of interest will be avoided.

Howard A. Hanby, Wilmington, N. C., president of the Association, and Secretary C. M. McMillan were scheduled to meet in Roanoke with C. C. Lindsey, Victory Specialty Company, Roanoke, who is general chairman of the convention, to work out the final details on the Candy Show. Immediately on their return, a layout of the display space will be mailed out to all members and reservations for space will be accepted.

FRESH EGG WHITE SOLIDS

In Candy Processing

By V. CONQUEST

Armour and Company
Research Laboratories

DRIED egg albumen in crystal or flake form has been on the market a great many years, and is familiar to everyone connected with the confectionery industry. Notwithstanding the tremendous quantity consumed each year, little was known about its actual functions in candy or how to judge it for quality, until recently.

A few years ago,* an effort was made to set up grades of egg albumen by measuring the volume of foam obtained from 1½ ounce of egg albumen dissolved in 15 ounces of water, and whipped 1½ minutes at low speed and 1½ minutes at high speed in a 10 quart standard Hobart beater with a wire whip. After the egg was whipped in this manner, the whip was removed and the foam leveled off and measured with a 12 inch rule. The height of the foam, determined in this manner, indicated the grade of the egg albumen, which fell into the following classes—

Volume—6½ in.—FANCY
Volume—5¾ in.—PRIME
Volume—5¼ in.—FAIR
Volume—4¾ in.—POOR

Apparently no consideration was given to odor, color, moisture, absorption, stability, coagulability or cell structure. At best, the buyer was truly at the mercy of the seller.

Standardized to One Top Grade

Not until modern science began to study the subject and correlate their findings with the objectives and desires of the confectioner, was it realized that there were other factors and qualities of egg albumen that should be considered also.

Through close cooperation and work with leading technical men and practical candy production men, chemistry has shown us that the putrid odor can be eliminated entirely by speeding up manufacturing processes with modern spray drying equipment so fast that decomposition of the protein matter in the egg white can not take place. By this process, a stable, pure white powdered egg solid is obtainable. While lower in moisture content this new powdered egg white solid is readily and completely soluble. It absorbs a greater ratio of moisture and produces strong air cells of small uniform size that are closely knit together when whipped. It also gives greater whipping volume in the batch and, being a standardized uniform product, it comes in only one grade.

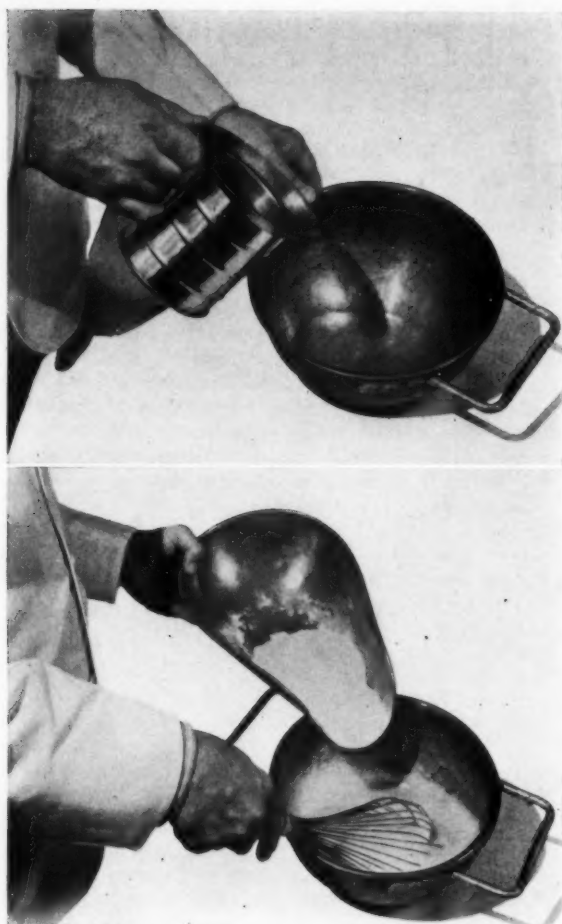
Methods of Determining Quality

The standards for grading egg albumen cited above, are inadequate for this egg white solid, because it will stand more whipping and produces greater volume. To determine its full whipping properties, it is necessary to increase the whipping time from 1½ minutes to 5½ minutes in high speed. Flake albumen will start to break down and lose volume at the end of 2½ to 3½ minutes whipping at high speed, while egg white solids will continue to increase in volume through 5½ to 6½ minutes of whipping at high speed, although it will whip up as high as the flake albumen at 2½ to 3½ minutes. This means extra volume.

Some of the larger confectioners who maintain their own laboratories, make a further check to determine the stability and moisture-absorption properties of the egg. This is done by placing 100 grams of freshly whipped egg foam in a glass funnel and allowing the water to drip from the foam through the stem of the funnel into a glass graduate. The time in minutes required for the



Weighing Out Fresh Egg White Solids Prior to Testing for Whipping Ability and Volume of Whip Produced. Ordinary Standards for Grading Egg Albumen are Inadequate When Applied to Fresh Egg White Solids.



Above: Pouring Water Into Vessel to Which Fresh Egg White Solids Will be Added. Below: Fresh Egg White Solids Being Added and the Combination Being Whipped with a Hand Beater.

foam to give up 15 cc, 30 cc, and 50 cc of water is checked.

Laboratory tests of this nature, although important, are at best merely indications. Proof comes only from thorough tests of performance in the batch, where entirely different and more variable conditions prevail.

What Happens in the Batch

In producing nougats or marshmallows and other aerated confections, we are confronted with the delicate problem of creating and maintaining tiny air cells, generally in the presence of cooked corn syrup, sugar and other ingredients that go into the finished batch with the egg white or albumen.

Unless a chemical change takes place in the egg white after the air cells have formed, they will collapse and cause the batch to break down and become soupy. The heat of the syrup appears to be the controlling factor in bringing about the right chemical reaction (coagulation of the egg) to stabilize the air cells. As a general rule, temperatures of 160° to 170°F. in the batch will be found the ideal point to add the egg white and start whipping or beating. Under some conditions even higher temperatures will be found advantageous, depending entirely on the type of beater and methods employed.

However, it is not possible to build up an air cell structure in the presence of cold, heavy syrup due to the high viscosity of the syrup. This prevents the formation of air cells. The viscosity of the syrup must be low enough to permit a free development of air cells. If the egg white is permitted to coagulate before the air cells are created, the egg is rendered inert, and will not form into suitable cells. For this reason, care must be exercised in adding the egg white (dry or in solution) to the batch and the heat of the syrup must be regulated with the whipping to bring about proper stabilization and viscosity at the finish of whipping. The whipping, or beating, must also be timed to expel the proper amount of heat and moisture in the form of vapor from the batch at the time the greatest volume is obtained.

Method of Using in Candy Batch

There are several ways of incorporating powdered egg white in the batch. Each method offers definite advantages over the old way of soaking flake albumen overnight, depending on the type of beater and production system employed. Following is a brief outline of various methods that may be used:

Upright Type Vertical Beater—Place a quantity of water in the bowl of the beater, equal in weight to the amount of egg white. Add the powdered egg white to the water and cream in slow speed until the egg is thoroughly dissolved (requires 1 to 2 minutes). As soon as a smooth pasty mass forms, add the balance of the water specified in your formula for dissolving the egg, and whip on high speed to a good peak. Slowly add cooked syrup (170° to 200°F.) and continue beating to the desired consistency.

Another very efficient method is to place two or three pounds of cold or warm corn or invert syrup in the bowl of the beater for each pound of powdered egg whites. Add the powdered egg whites to this, dry. Cream in low speed about one minute until the egg is dissolved

(Turn to page 48, please)



Beaten Fresh Egg White Solids Being Removed from Bowl of Vertical Type Beater. Special Beating Technique is Required, as Described by Mr. Conquest.

FLAVOR IN CONFECTIONS

Part V -- Vanilla Flavor

By TALBOT CLENDENNING

VANILLA, the most popular flavor in America today, may be obtained by the use of: (a) vanilla "beans" (b) vanilla extract (c) Vanillin (d) "ethyl" vanillin.

Vanilla "beans," which are not really beans at all, are the cured, full grown, unripe fruit pods of a fragrant reddish-brown and white parasitic orchid, named by Andrews *vanilla planifolia*. Its native habitat is Mexico, and the best "beans" still come from this locality.

In the French East Indian islands of Madagascar, Comores and Reunion, and the nearby British islands of Mauritius and Seychelles, located off East Africa, are grown vanilla "beans" of excellent quality and aroma, the "Bourbons" of commerce.

The French West Indies, too, especially Guadeloupe and Basse Terre, grow the fine "South American" beans. The "Java" beans of the Dutch East Indies are a similar product.

Next in the scale come the Tahiti beans, of good flavor. Least desirable are the vanillons or wild vanilla "beans" of Brazil and other parts of South America.

The fresh pods do not contain much of the aromatic bodies characteristic of the vanilla "beans" of commerce. These are developed in the subsequent curing process, which consists of scalding, gradual fermentation, and drying. It is necessary to dry the beans, as not only do they rapidly develop mould when too moist, but in the dry state, they better retain their aroma. Prime "beans" should normally contain about 20% moisture, with a maximum of 30%.

A good sound healthy bean is long, straight, soft and pliable, free from splits, blemishes and any large proportion of ends, possesses a waxy or greasy dark chocolate color, and is covered with an efflorescence ("givre") of white crystals of vanillin lying perpendicularly in the furrows of the bean. Mexican beans are not usually crystallized, because they contain a lower proportion of vanillin than most other "beans." The chief significance of crystallization is that it guarantees the beans to be well cured and free from surplus moisture. The beans should have a smooth, strong, vanilla aroma, free from any suggestion of mould, rot, sourness, or creosote. (Recured beans have a poor aroma, bearing a resemblance to creosote.)

Vanilla beans may be used alone, in which case they may be cut up fine and mixed directly into the product (chocolate, etc.), or they may be cut up fine and mixed with sugar (about 5 parts), the mixture being subsequently reduced to a fine powder. The objection to the use of this vanilla sugar, and other preparations of the vanilla pod in which the whole bean is used, is the presence of the black specks or seeds which color the sugar or any light colored material so flavored. However the most natural vanilla flavor can only be obtained in this way.

Vanilla flavor may be extracted from the beans by a suitable solvent. Most organic solvents readily dissolve vanillin, but it must always be remembered that vanillin is only one of the flavoring constituents of the vanilla bean, the rest being made up of resinous matter, which is not easily dissolved. Solvents which will extract the full flavor from the pods are few in number, and the most satisfactory extracting agent is ethyl alcohol. As alcohol is fairly expensive, numerous means of replacing a portion of the solvent have been introduced with varying success. Thus, 10% of glycerine is sometimes added to replace 10% of the more expensive spirit.

The simplest method of spirit extraction is that of maceration, or combined maceration and percolation. A number of percolators are now on the market for this purpose. For instance, the "Pfaudler" glass-lined percolator incorporating the pressure-vacuum principle, is claimed to eliminate channelling and to give maximum extraction. No extract however, gives as true a vanilla flavor as when the whole bean is used.

The flavor of all vanilla extracts changes on keeping. The extract is composed of various ingredients which slowly react with each other and finally form stable compounds. The time required for the main change is two to three months, but a slow reaction proceeds for a much longer period. This maturing process is, by the way, a characteristic of all mixed flavors.

The best type of maturing vessels are made of oak, glass or earthenware. Metals of all types should be rigidly excluded, as most of them impair the delicate flavor of the extract. Acid-resisting enamelled iron may be used, if there are no breaks in the enamel, or any metal which has been "lithcoted" with a continuous film. It is advisable to have the maturing vessel furnished with draw-off cocks near the bottom, middle and top, for testing purposes.

Maturing progresses rapidly at a temperature of 110°F, but proceeds effectively, although more slowly, at lower temperatures. The final product should have the same flavor throughout the bulk. It should have a clear brown color and should not be harsh in flavor. Sugar and glycerine are frequently added to assist the maturing process, but their use is of doubtful benefit.

Approximately 20% of the extracted ingredients is composed of vanillin and similar products. The remainder consists of aromatic resins and materials of unknown constitution. The characteristic flavor of the extract is due to the combination of all ingredients, and no satisfactory substitute is known. There is nothing to compare with the untouched natural extract, although other ingredients are sometimes added to confections to give a certain note or to round off the vanilla flavor. Such added ingredients include coumarin, heliotropin, tonquin bean extract, etc.

In the case of ordinary vanilla extract, one U. S. gal-

lon contains the extract from about 13½ oz. of vanilla beans. If a more concentrated extract is desired, the so called "pound" vanilla may be used. This contains in one pound of extract the flavoring principles from one pound of vanilla beans and may therefore be used weight-for-weight in place of vanilla beans. A still more concentrated extract is the "oleo resin" vanilla, 5 oz. of which is equivalent to one pound of vanilla beans. Although more expensive per pound, the concentrated extracts are much less expensive per flavor unit, as will be seen from the following table.

	Approximate Comparative Price per Pound.	Approximate Comparative Price per Flavor Unit.
Vanilla Extract.	135	1080
"Pound" Vanilla.	375	375
"Resinol" Vanilla.	1000	313

Vanillin

Vanillin is a simple organic chemical, having the imposing name of methoxyphenylacetaldehyde or methylprotocatechuic aldehyde. It occurs naturally in the vanilla pod, in potato parings, asparagus, sugar-beets, Siam benzoin and certain balsams. It was first isolated in a pure state by Gabley in 1858. It was first prepared from Coniferin, a glucoside occurring in the cambial sap of certain species of Coniferae. In 1872, Haarmann and Reimer synthesized vanillin from eugenol, a substance found to the extent of 70%-90% in oil of cloves. Within recent years a large amount of vanillin has been prepared from the guaiacol found in beechwood tar, and more recently still from the waste (lignin) of the wood pulp industry. It is interesting to note that since Haarmann and Reimer first synthesized vanillin from eugenol 70 years ago, the price of vanillin has come down from \$768.00 per lb., to to-day's comparatively low price.

Vanillin as prepared to-day is nearly 100% pure. It may, however, contain traces of impurities due to the chemical process by which it has been prepared. In most instances these slight traces may be ignored, but nevertheless an effort should be made to purchase vanillin as close as possible to 100% purity, so that the possibility of an off-flavor developing may be as small as possible. This applies particularly to the guaiacol vanillin which is usually more prone to the development of a slight off-odor on storage.

Vanillin should have an absolutely neutral characteristic pleasant smell of vanilla, with no secondary odor of cloves, etc. One good criterion of purity is the melting point of the crystals, which should be as close to 82°C. as possible. The solidifying point may also be taken, and generally speaking, impurities tend to lower the solidifying point. Vanillin should be free from acetanilid and should leave no weighable residue when volatilized. If it is desirable to assay the sample for vanillin, the semicarbazide precipitation method of Phillips has been found to give satisfactory results.

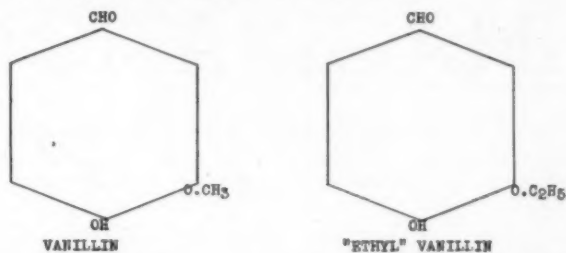
As vanillin slowly oxidizes on exposure to moist air, it should be kept dry. Vanillin has a slightly acid reaction and should not be kept in contact with iron or alkali. It is very sensitive to alkalies and on contact with soda, potash, ammonia, etc., it becomes reddish in color, and develops a strange unpleasant odor. It is therefore advisable not to keep vanillin or (for that matter any vanilla flavor) in glass bottles or jars which will give off alkali. Neither should vanillin be kept in rooms where sharp smelling substances, such as ammonia, are stored.

As vanilla pods contain 1.5% to 2.75% vanillin (Mexicans 1.3%-1.7%), one part of vanillin is equiv-

alent to the vanillin in 40-50 parts of vanilla beans. Vanillin alone, however, will not duplicate the entire flavor of vanilla, as it only represents one of the constituents of vanilla bean flavor. The odor of the natural article is more delicate and durable.

"Ethyl" Vanillin

The so-called "ethyl" vanillin is incorrectly named, inasmuch as chemically the substance referred to is metaethoxyphenylacetaldehyde or ethylprotocatechuic aldehyde, in which the methyl group found in vanillin has been replaced by an ethyl group in the molecule. The difference between the two can be seen at once by referring to the structural formulae below:



"Ethyl" vanillin was formerly prepared commercially from safrol, which is found in Japanese camphor oil and, to the extent of about 75%, in oil of sassafras. More recently it has been prepared directly from benzene by a series of seven chemical steps. The safrol process cannot complete with the benzene process on cost.

As with vanillin, so with the "ethyl" aldehyde, the melting and solidifying points are criterions of purity. The melting point should be as close to 78°C. as possible; likewise the solidification point should be at or slightly above 75°C. As pointed out by Lockwood, a mixture of 90% vanillin and 10% of "ethyl" vanillin, after fusing together and solidifying, melts at 77°C., so that only this proportion could hope to pass as pure "ethyl" vanillin. The crystals should be completely volatilized when carefully heated, leaving no weighable residue. They should be as free as possible from isomeric impurities such as paraethoxymetahydroxybenzaldehyde, and free from other impurities such as acetanilid, vanillin, piperonal, etc. If it is desirable to assay the sample the bromine absorption method of Lockwood should be used, as Phillips' method gives low results. By Lockwood's method, the material should test at least 99.75% pure.

"Ethyl" vanillin is less soluble in water than is vanillin, the cold saturated solutions containing 0.4% and 1.0% respectively. Like vanillin it is quite soluble in alcoholic solution, and is most soluble in 85% alcohol (100 grams dissolves 63 grams at 20°C.).

There is a difference of opinion as to the comparative strength of "ethyl" vanillin. Some claim it is three times the strength of vanillin and some, four times or more. In different products it seems to develop different degrees of strength. When used in hot products its strength seems more marked, as it seems to be less volatile than vanillin. It would probably be safe to take 3½ as the average strength for most purposes. The flavor itself is considered by many to be more pleasant than vanillin, having a fine aroma and flavor, reminiscent of that of the Bourbon vanilla bean. Suffice it to say that "ethyl" vanillin has a definite place in the field of flavor synthetics.

References.

- Lockwood, H. C., Analyst. 1934, 59,730
Phillips, J. B., Analyst. 1923, 48,367



THE *Manufacturing* RETAILER



IMAGINATION PLUS CARAMELS

By **ZOE A. BATTU**

Editorial Staff
THE MANUFACTURING CONFECTIONER

BY mixing imagination with his caramels, Ernest Wilson, who operates candy stores in Palo Alto, Sacramento and Fresno, California, now sells 400% more of this item at \$1.00 the pound than he formerly sold at 85 cents the pound.

For years—48 of them to be exact—Ernest Wilson has made and sold caramels. At 85 cents the pound, Wilson's caramels were somewhat higher in price than the average run of caramels. In quality they were several cuts above the average caramel on the market. The three Wilson stores got their share of caramel business, consistently realized an average profit on this item.

With this record there was really no fault to find. But Ernest Wilson was not quite content with it and got to wondering if something could be done to improve or change caramels. Not being content with things is an old Wilson custom. He's always casting about for new recipes and ideas or digging up old and forgotten ones. He's forever experimenting with flavors, varying the proportions of ingredients or methods of cooking to give new touches to old formulas. No Wilson pack is ever finished. No formula is ever considered so perfect, so standardized and universally accepted by the trade that it cannot be changed and improved by mixing a little imagination into the batch. "You can't," he says, "go wrong on imagination. It's one ingredient that's bound to improve products and increase profits. And it costs the candy maker nothing."

The best of caramels—even Wilson's own—have faults. They often tend to be too hard. They do not chew and break down smoothly and evenly. They have a habit of sticking to the teeth that is annoying even to people with good teeth. To people with false teeth or a lot of bridge-work this is often downright embarrassing. There are a lot of people, especially elderly folk with dental plates, who look longingly at caramels but are forced to pass



Ernest Wilson

them by. Finally, caramels suffer from monotony of flavors.

Develops New Caramel Recipe

Wilson and his head candy maker decided, if possible, to clean house on these shortcomings. They began to experiment with caramel batches. Not all the experiments were successful; a few batches had to be thrown out. But finally they developed what amounts to a brand new caramel recipe and a caramel with several distinctly new talking points. It is not too hard, not too soft. It chews and breaks down easily and smoothly. It does not stick to the teeth; it can be eaten with enjoyment and without difficulty by people with false teeth. Keeping qualities are improved; the caramels retain their original fresh appearance, their flavor and texture for 90 days under ordinary storage conditions.

To develop new flavors, Wilson and his candy maker experimented with fruit juices and with flavors seldom, if ever used, for caramels. They worked black raspberry into the batch until they got pieces you have no difficulty in connecting with the delicate flavor of the fruit itself. They did the same with Concord grape to

*This box of caramels
is full of fruit!*

A Wilson surprise! In this box you'll find caramels made from plump ripe Black Raspberries... tangy Concord Grapes... tender succulent Ginger... fragrant Strawberries... and other refreshing fruits! But that isn't all! Even the "usual" flavors, such as Black Walnut, Chocolate, Vanilla & Licorice, are unlike any other caramels for rich, full-bodied flavor. Epicures tell us that these tender confections are singular in the entire history of caramel making—and we believe that your first taste will tell you the same!

**Wilson's
CARAMELS
Supreme**

PALO ALTO · SACRAMENTO · FRESNO

Sample of Box Insert Used by Ernest Wilson to Describe Caramels Incorporating Unusual Flavors.

produce a piece with a definite grape flavor and aroma. They put finely chopped ginger into the batch and got a piece whose spicy flavor gives a pleasant unexpected tang to the caramel's creamy, bland texture. The old stand-by flavors—chocolate, vanilla, butterscotch, licorice, etc.—are not neglected. But these pieces are noticeably improved by use of top quality, pure flavors and extracts and by almost fanatical attention to the details of putting just the right quantity, at just the right moment into the batch. In all, the caramel assortment consists of 15 flavors, instead of the time honored six or seven. To help preserve flavors, avoid the stickiness that tends to develop in caramels, and improve the pack's appearance, each piece is wrapped in transparent cellulose and cupped.

Production costs on the finished product ran too high to sell it at the old price of 85 cents the pound. The price was set at \$1.00—a fact that did not bother Ernest Wilson, for he is as enterprising and versatile in advertising and sales as he is in working out new variations to old formulas.

Merchandising the New Caramels

The new caramels made their appearance in the summer of 1939 with something of a flourish. All three Wilson stores featured window and counter displays of the caramels. Into each box went an attractively printed insert, explaining that real fruits, real juices, pure extracts, accounted for the candy's new, unusual flavors. A series of newspaper advertisements also stressed the variety, the novelty of the flavors in simple, human in-

terest fashion. Wilson sales people—always well schooled in candy and how it is made—were instructed in the fine points of the new caramel and effectively backed up store and window displays and newspaper advertising.

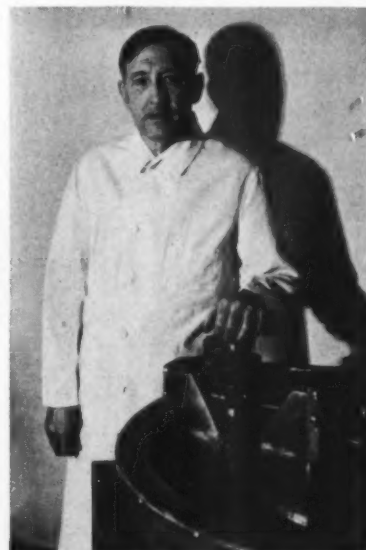
Results from this effort were immediate and astonishing even to Wilson and his candy maker. Caramel sales started to climb straight up. They kept on climbing through the summer and fall. At the holiday season caramel packs even stepped up into the Christmas gift class.

The big problem, of course, was to keep the first boom and increased volume on a repeat sale basis. This has been accomplished partly by the fact that the quality of the goods automatically creates repeat customers, partly by the fact that the Wilson organization never coasts on momentum. At regular intervals the three stores still feature caramel displays. Now and again there's display advertising for week-ends, holidays, other timely occasions. The sales force by sampling and suggestion constantly brings caramels to the attention of new and old customers.

Ernest Wilson, in short, keeps everlasting at it. With sales on the caramels booming nicely, he now has a critical eye on other items in his lines. Chances are he will bring forth any day some fresh novelty, for the caramels go to show what a lot can be done when a candy man refuses to assume that because something has always been made a certain way he has to go on making it that way and puts a little thought, effort and experiment into improving quality and developing new possibilities for profit.

WILBUR-SUCHARD HONORS KURTZ

Fred Kurtz, a member of Wilbur-Suchard Chocolate Company's technical staff, celebrated his 50th year of continued service with his firm on April 9. Starting his



Fred Kurtz Who Has
Been a Member of
the Wilbur-Suchard
Company's Techni-
cal Staff for 50
Years.

career as a boy with H. O. Wilbur & Sons, Philadelphia, he has worked in every department of manufacture. Mr. Kurtz was honored at a testimonial dinner by the company and rewarded for his exemplary record.

SIERRA CANDY COMPANY MOVES TO NEW QUARTERS

SIERRA Candy Company, San Francisco, California, also known as "The Chocolate House of the Golden West," moved into a three-story and basement building at 19th and Third streets, May 1, according to an announcement just received from Theodore A. White, founder of the company and new president of the Western Confectioners Association. The new location gives the company 55,000 square feet of manufacturing and storage space. This is the third move to larger quarters made by the company since its founding in June 1927.

Mr. White started production with a limited line of hand rolled and dipped chocolates, with one candy maker and two dippers. In 1927 the western candy business was still on a boom basis, and the company increased its production staff to 15 persons within a period of seven months. In this early period, Mr. White was salesman, bookkeeper, production manager, shipping clerk and delivery boy. He could not continue to handle all these details indefinitely, and early in 1928 he brought Eugene Blanquies into the business. Mr. Blanquies took over production and office management, leaving Mr. White to concentrate on sales.

Sales volume increased so rapidly that in the summer of 1928, the factory space was doubled by renting the adjoining store. It was at this time, also, that Mrs. Johanna White became active in the company, taking over the management of the office. Through 1929, sales and expansion continued and early in that year Bernhard Maushardt, who had been operating a candy factory in Sacramento, moved his machinery and equipment to San Francisco and became production manager for the

company. Incorporation followed, with T. A. White as president; Johanna White, vice president; Eugene Blanquies, secretary-treasurer, and Angel Blanquies, director. Later, Mrs. White resigned as vice president and became a director, with Mr. Maushardt taking her place as vice president.

The company continued to grow in 1930, and it soon again became necessary to find larger quarters. A factory site was found at 2700 Eighteenth street, with 10,000 sq. ft. of floor space. Considerable new equipment was installed. The production staff was increased once again, and the company appointed a representative, Valentine J. Drougard, for the Oregon territory.

With the coming of the depression years, things looked a bit dark for the new, rapidly-growing company. Mr. White states that the first principle of the company designed to meet the forces of depression was a unanimous agreement to maintain quality of the products at all costs—even to make the candy a little better. The second move was to eliminate unprofitable lines and put extra sales effort into increasing volume on the profitable lines. This did not mean that no new lines were added. On the contrary, new pieces have been added right along, and today the company manufactures over 300 different items, including jellies, hard candies, chocolate chews and creams, panned goods, brittles, and a varied line of chocolate assortments and miniatures. In the new plant, the management plans to go into the marshmallow market on a volume basis.

These policies not only pulled the Sierra Company through the low years, but added to its growth. The



This is the Building which now Houses the Sierra Candy Company, San Francisco. With 55,000 sq. ft. of Space for Manufacturing and Storage, this Building Represents the Third Enlargement of Quarters Since 1927.

company now sells and distributes throughout the West, Hawaii, Phillipines, Alaska and South America. Over 100 persons are employed in the plant and 10 sales representatives are on the road.

Approximately \$25,000 was spent to put the new building at 19th and Third in shape for the company's production. The plant is exceptionally well laid out on a streamlined basis, with a battery of 30 pans; a gum and jelly department with a daily capacity of 12,000 lb.; a 10,000 lb. cream and marshmallow department; a 10,000 lb. hard candy department; two coating machines and a chocolate dipping department employing 25 dippers. The company has also installed equipment for making its own coatings. There is also a two-car corn syrup tank with automatic pumps which convey the syrup to several production departments. The building is air-conditioned throughout. To serve the comfort and convenience of employees, the building also contains a dining room and two attractive and spacious dressing and rest rooms.

Fred Sanders, Detroit, To Build Ultra-Modern Factory

Officials of the Fred Sanders Company—pioneer Detroit confectioners, and ice cream makers with 21 stores in the city—have announced the awarding of contracts for a new building to house both factory and general office units.

The new plant will be located at 100 Oakman Boulevard, Highland Park. Highland Park is a city of some 52,000 population, completely surrounded by the city of Detroit. The property comprises approximately nine acres.

The building is of ultra-modern design, of reinforced concrete construction. Two stories provide 500,000 square feet of work-room and office space. A 20,000 square foot detached garage is connected to the main building by an underground tunnel.

The design of the building embraces a number of unique features developed specifically to insure the completely sanitary conditions necessary for bakery, candy shop, and ice cream plant. All windows in the main factory building will be composed of glass blocks. Interior walls will be of glazed tile. A combination of air conditioning and controlled ventilation will provide a continuous change of air. Mechanical facilities will include refrigeration equipment capable of producing 300 tons of refrigeration per day.

The completion of the new plant early in 1941 will climax more than sixty-five years of the company's development since the first Sanders store was established in Detroit on June 17, 1875. Since this time the organization has grown to a group of twenty-one stores serving

the entire Detroit metropolitan area. The company is exclusively owned and operated by members of the Sanders family.

FOOD-DRUG ADMINISTRATION RULES ON GLAZE AND CHERRIES

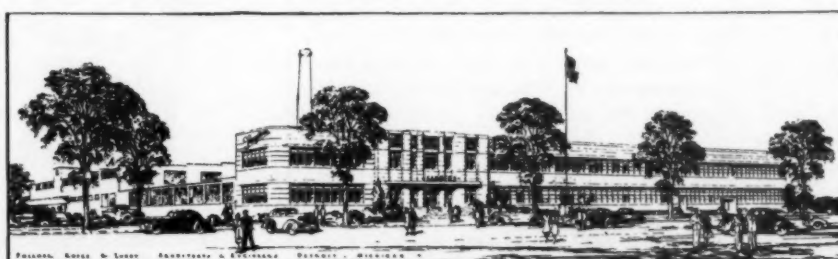
The Food and Drug Administration has expressed the following opinions: 1. That the presence in confectionery of harmless resinous glaze may be indicated by the term "resinous glaze." 2. That carnauba wax is a non-nutritive substance, and therefore not a proper ingredient of confectionery. 3. That it is permissible to coat confectionery with edible grades of stearic acid without regard to the 4% limitation in section 402 (d) of the Act on resinous glaze in confectionery. However, the addition of stearic acid to confectionery would be subject to the general provision of the Act. 4. Maraschino type cherries may now be labeled and designated as "maraschino cherries." If such cherries are also a modified fruit the word "Modified" also should appear predominately on the label and in juxtaposition with the expression "Maraschino Cherries."

Silver Dragees if sold and used as confectionery are contraband under the Food Drug and Cosmetic Act. The Food and Drug Administration concluded that Silver Dragees would not be in the category of confectionery if they are sold exclusively for use in decorating cakes.

Sales of confectionery and competitive chocolate products during March 1940 were up 1.3% from March 1939. The total sales of this group of firms during March 1940 amounted to \$19,496,000 as compared with a sales volume of \$19,254,000 in March 1939 and \$20,707,000 during February 1940. Sales of manufacturer-retailers increased 97.5% over March 1939 and 44.7% over February 1940. Chocolate manufacturers sales increased 1.9% over last March while sales by "other manufacturers" showed a decline of 4.9%. Sales for the first three months of 1940 increased 8.6% over the same period of 1939 and the total dollar volume amounted to \$59,240,000 during the first quarter of 1940 as compared with \$54,565,000 in 1939.

Refined sugar exports by the United States during the first three months of 1940 totalled 42,975 long tons as contrasted with 14,894 tons during the similar period last year, an increase of 28,081 tons or approximately 189 percent, according to Lamborn & Company. The exports for the first three months of 1940 are the largest of any similar period in 15 years, or since 1925 when the exports amounted to 48,480 tons.

Architect's Sketch of the New Factory to be Erected by Fred Sanders, Manufacturer-Retailer of Detroit, Michigan. It will be Ultra-Modern in Every Respect.



Confectioners

SEND FOR THIS FREE
HANDBOOK

—and make better jelly candies with **EXCHANGE CITRUS PECTIN**

The finer flavor, brilliance, and real jelly texture make EXCHANGE Citrus Pectin Goods popular with the consumer. They are easily made cast or slab. Use them for bulk packs or the finest assortments. Costs are low. Send for this new Handbook with the latest formulas. It's free.

California Fruit Growers Exchange
Products Dept., Sec. 205, Ontario, Calif.

Please send us our copy of the new
Confectioners Handbook for the use of
Exchange Citrus Pectin.

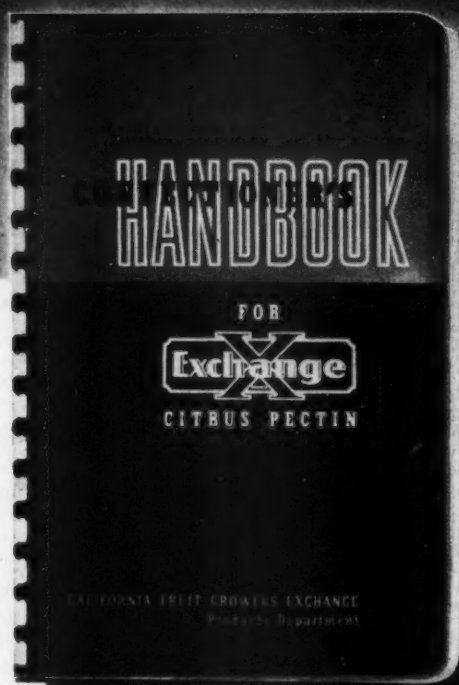
Company _____

Street _____

City _____

Mark for Attention of _____

Copyright, 1940, California Fruit Growers Exchange, Products Department





EDITORIAL

Confectionery Credit

FOR the first time in several years, the program of the N.C.A. Convention lists a speaker on the very important subject of Credit. In securing Arthur L. Stang, of Cracker Jack and Angelus-Campfire, to discuss Credit and its meaning to the confectionery business, the program committee has provided an important topic which needs considerable attention today. Mr. Stang not only knows the credit problems in our industry, but his prominence in credit circles generally has given him a wider viewpoint on the subject of Credit and its relation to business which should make his talk very instructive and interesting to confectionery executives.

Too long Credit has been kicked around in the confectionery business. Largely this has been a result of failure on the part of top executives to recognize Credit as an administrative problem. As a result, it has usually been left up to the sales department to fight it out with "clerks" who were put in charge of Credits and Collections and who hardly ever carried weight enough to override the sales executives. It would be covering too much territory to say that unwillingness to put more importance on credit administration has resulted in failures among candy manufacturers, but it is certain that the downfall of many old-line candy houses was greatly hastened by lack of a good credit policy.

The Industry at large is characterized by an appalling lack of uniformity in the administration of credit, compromise settlements, return goods credit, etc. Some uniformity has been effected on certain credit policies by manufacturers in local communities, but on a national scale there is still a tremendous job to be done. Recognition of Credit as a management problem by the N.C.A., through its inclusion on the convention program, is only the initial step. It should not stop there. Credit is so closely allied with the problem of return goods, that its study by the national group and resultant recommendations to members may well solve the return goods of the other problems of competition, price cutting, under-bidding, and so on, now creating chaotic conditions in confectionery distribution.

Barrington Survey

EVERYONE in the Industry is familiar with the fact that a survey has been made of the National Confectioners Association with a view to obtaining suggestions which would make for a stronger, more unified, more effective organization. The survey has been completed and the full report was turned over to the N.C.A. committee some time ago. In the past few weeks, an outline of the suggested changes and criticisms has been presented to manufacturer groups in various parts of the country. A detailed report is scheduled for the N.C.A. convention.

We feel that the organization making the survey was in a position to make a thorough study and analysis of the Industry and its principal association. It is hardly likely that association members would have authorized a budget for this survey if they did not intend to follow the suggestions for improvement contained in the report. This publication has always supported the constructive activities of the N.C.A., and this survey falls into the category of constructive activity. However, we must qualify that—it will be constructive if the association will use it as a stepping stone to greater achievement for the Industry as a whole.

We may presume that contained in the report are concrete suggestions for improving the association which will, if carried out, go a long way toward eliminating much of the friction which has existed so long between various groups in the Industry and which has so long prevented the association from being the effective organization that it can and should be.

There is a real job to be done, and it will require strong leadership to accomplish it. The entire business world today is facing a most critical period, and it will be only through constructive, far-sighted leadership that our own Industry can look for greater respect from government and industrial leaders as a whole. Today progress of an industry is far more important than individual success. Industry needs the self-protection which can come only through internal unity. Many of the problems we face in the Confectionery Industry will be solved only if we present a united front.

CONRAD SPOEHR DIES; WELL KNOWN IN INDUSTRY

Conrad A. Spoehr, well known to the Confectionery Industry in this country and abroad, died May 5 after an illness of several weeks. He was 57 years old and his entire life had been spent in the industry or in work closely associated with it. He was also well known in the restaurant business. More recently he had been a technical adviser for the Kraft Cheese Company, working on candy research for the Ward Milk division of that company.



Conrad A. Spoehr

Mr. Spoehr, a native Chicagoan, was the son of Charles A. Spoehr, a pioneer candy manufacturer, who was a member of the firm of Bunte Brothers and Spoehr, Chicago, founded in 1876, and who became a charter member of the National Confectioners Association when it was organized in 1884.

Conrad Spoehr's activities in the candy business date back to about 1915, when he bought out the Ouimet Candy Co. from Charles Krockner, who was at one time secretary-treasurer of the Williamson Candy Company. The first Spoehr candy store was at the northwest corner of State and Madison streets, in Chicago. Manufacturing was carried on at a small plant at Wells street and the Chicago river. Other stores were opened until the chain numbered four restaurant-candy stores which were at that time the finest shops of this kind in America. The factory was moved to the second floor of the building at Michigan avenue and Lake street, which contained the last shop opened by the chain.

This business was liquidated in 1924. Mr. Spoehr then worked as candy maker for Stop and Shop and several other concerns. In 1930, he became president of the Allegretti Candy Company, but left this position after a few months to take charge of the Teakwood Shop on Madison street, for Bunte Bros. He was there for a year. For a time he was also with Fred W. Amend Company at Danville, Ill. A few years ago, on a European trip as representative for the A. E. Staley Manufacturing Co., he visited many of the largest factories in the chocolate, candy and allied industries in England and on the Continent. More recently, he was employed as director of confectionery research by the American Dry Institute and from there moved to his position with Kraft.

Mr. Spoehr placed candy manufacturing on a high plane not merely as something for children to eat and love, but as wholesome, body-building food. In advanced research work he had a notable reputation, particularly in the use of dextrose and other corn derivatives, and dry milk solids. His articles appeared frequently in *THE MANUFACTURING CONFECTIONER*. He was also keenly interested in better packaging for confectionery and did his bit to make the industry better-packaging conscious through his association with the Candy Packaging Clinic Board conducted by *THE MANUFACTURING CONFECTIONER*.

Surviving are his wife, Mrs. Margaret Spoehr (nee Heuer); a daughter, Peggie; his mother, Mrs. Freda M. Spoehr; and two brothers, Herman Spoehr, Palo Alto, California, and Victor Spoehr, Winnetka, Ill.

NEW GUM MANUFACTURER

Gum Products, Inc., Cambridge, Massachusetts, has been organized and is located at 804 Main Street, occupying the former premises of the International Chewing Gum Company. Wellington M. Cramer, Jr., is president, Thomas G. Wilder, treasurer and Howard W. Robbins, secretary. D. Mayo Phillips is factory superintendent of the company.

Julius Weiss was elected a director of DeMet's, Inc., Chicago, recently. C. N. Johnson Jr. was elected treasurer and secretary.

Wisconsin Daisy Creme Company, 719 North 7th St., Milwaukee, Wisconsin, has opened a candy factory and is now in production.

Mr. Philip Goebel of the Goebel Company, Chicago, celebrated his Golden Wedding anniversary with Mrs. Goebel at the Webster Hotel, April 16. Over 250 friends were present including his two sons, Herbert and George, who are associated with him.

"M. C." PUBLISHER HEADS WOMEN'S ADVERTISING CLUB

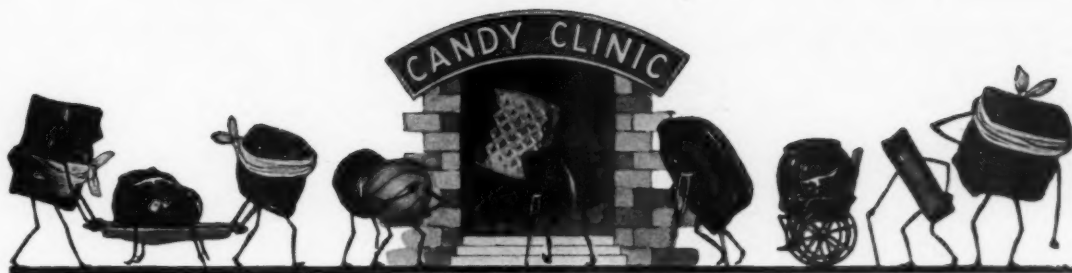
Mrs. E. R. Allured, publisher of *THE MANUFACTURING CONFECTIONER*, has been elected president of the Women's Advertising Club of Chicago. The Club is made up of Chicago women who hold executive positions in advertising work and is the largest organization of its kind in the country. Mrs. Allured has been a member of the club for a number of years and has also been a member of the board of governors of the Chicago Federated Advertising Club during the past year.



Mrs. E. R. Allured

Mrs. Allured brings to her new position a wealth of experience in association work in addition to her prominence as a leading publisher and advertising executive. Prior to her activity in the Confectionery Industry, she was associated with the staff of the Illinois Manufacturers Association and edited the first directory this group ever published. She was at one time also active in the National Conference of Social Workers and the American Library Association. She has guided the destinies of *THE MANUFACTURING CONFECTIONER* and its associated publications since the death of her late husband, Earl R. Allured, who founded the Manufacturing Confectioner Publishing Company in 1921.

As new president of the Advertising Club, Mrs. Allured became a member of the planning board of the Chicago Federated Advertising Club, which is this year entertaining the national convention of the Advertising Federation of America, to be held in Chicago, June 23 to 25. More than 4,000 advertising executives from all parts of the country will attend this convention.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

EASTER CANDIES and MOLDED GOODS

CODE 5A40

Crate of Chocolate-Coated Eggs 6 pieces—25c

New York City)
(Purchased in a drug store,

Appearance of Package: Good.

Box: Is made of a light board colored in orange, green, lavender and white. Eggs were wrapped in wax paper.

Coating: Dark.
Color: Good.
Gloss: Good.
Strings: None.
Taste: Fair.

Centers:

Vanilla Coconut Cream: Good.
Cherry Cream: Good.
Vanilla Cream and Nuts: Good.
Orange Cream: Good.
Yellow Cream: Could not identify flavor.

Vanilla marshmallow: Good.

Remarks: Centers were good but coating is not up to the standard. We have examined many eggs at this price and cheaper that are coated with better coating. At the price of 25c a better coating could be used.

CODE 5B40

Surprise Egg—4 ozs.—69c

(Purchased in a department store,
Chicago, Ill.)

Appearance of Package: Good.

Box: Full telescope, lavender color, printed seal on front.

Appearance on Opening: Good.

Egg is a two part egg made of paper and foiled top piece tied with yellow silk ribbon, violet spray on top, bottom part of egg was packed with foiled chocolates, 7 pieces coated, 18 pieces of chocolate panned hard candy centers.

Coating: Dark.

Centers: Jelly hard candy blossom: Good:

Chocolate hard candy blossom: Good.
Jelly: Could not identify flavor.
Prune Jelly: Fair.
Coffee Shell piece: Good.
Jelly Shell piece: Good.

Chocolate panned hard candy nut centers:

Coating: Good.
Panning: Good.
Centers: Good.

Remarks: Package is neat, attractive and well arranged. Candy is not up to standard, should be of the best quality. Suggest the workmanship be checked up on the chocolates. Panned hard candy centers were well made but do not belong in a high priced package, suggest these be left out and egg be packed with the finest kind of assorted chocolates, as the price of 69c is very high for this novelty.

CODE 5C40

Chocolate Fruit & Nut Egg 8 ozs.—23c

(Purchased in a grocery store,
Boston, Mass.)

Appearance of Package: Good.

Box: Full telescope, purple printed in lavender, white and yellow, running rabbit on top, chicks on sides, cellulose wrapper.

Appearance of Egg: Egg wrapped in wax paper.

Coating: Dark:
Color: Good.
Gloss: Good.
Taste: Good.

Center:

Color: Good.
Texture: Good.
Fruit and Nuts: Good.
Taste: See remarks.

Remarks: One of the best fruit and nut eggs that the Clinic has examined this year. The center was ruined by the flavor. Suggest a good oil lemon or orange be used, either of these flavors would taste better than the flavor used. It is a crime to spoil good candy with poor flavors.

CODE 5D40

Milk Chocolate Coated Fruit & Nut Eggs—12 pcs.—39c

(Purchased in a department store,
Cleveland, Ohio)

Appearance of Package: Good.

Box: A regular egg box, printed in lavender, yellow and white, bunnies and chicks on top.

Appearance of Box on Opening: Good.

Coating: Milk.
Color: Good.
Gloss: Good.

CANDY CLINIC SCHEDULE FOR 1940

The monthly schedule of the Candy Clinic is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

- JANUARY**—Holiday Packages; Hard Candies
FEBRUARY—Salted Nuts; Chewy Candies; Caramels
MARCH—Assorted One-Pound Boxes of Chocolates
MAY—Easter Candies and Packages; Molded Goods
JULY—Gums and Jellies; Marshmallows
AUGUST—Summer Candies and Packages; Fudge
SEPTEMBER—Bar Goods of all types
OCTOBER—Home Made: 5c-10c-15-25c Packages Different Kinds of Candies
NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces
DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Strings: Fair.
 Taste: Good.
 Center:
 Maple Cream Walnut: Good.
 Lemon Cream: Good.
 Vanilla Cream: Good.
 Cherry Cream: Good.
 Vanilla Coconut: Good.
 Remarks: The best box of cream eggs of this type that the Clinic has examined this year.

CODE 5E40

Chocolate Coated Pig No Weight—5c

(Purchased in a drug store,
Buffalo, N. Y.)

Appearance of Piece: Good.
 Size: Good.
 Coating: Dark: Fair.
 Center: Vanilla Cream.
 Color: Good.
 Texture: Good.
 Taste: Good.
 Remarks: Coating is not up to the standard used on 5c numbers. Center was well made and good eating.

CODE 5F40

Chocolate Coated Chicks—10 pieces—4 ozs.—no price stated

(Purchased in a five & ten,
New York City)

Appearance of Package: Good.
 Box: Open folding tray, printed in lavender and yellow and cellulose wrapper.
 Coating: Dark.
 Color: Good.
 Gloss: Fair.

Taste: Very cheap.
 Moulding: Good.
 Center: White marshmallow.
 Color: Good.
 Texture: Tough
 Taste: Fair.
 Remarks: A very cheap piece of candy. Coating had a raw taste. Centers were of the cheapest marshmallow.

CODE 5G40

Pop and Chocolates Chicken Novelty—no wt.—4 pcs.—no price

(Purchased in New York City)

Novelty is made as follows: Chocolate chicken is on a stick, stuck in a round wood base, three chocolate filled plastic pieces are wrapped in foil and cellulose, all are held together with a rubber band. Amber cellulose is wrapped around pieces and tied with grass ribbon. Hard candy pieces were well made but had an imitation flavor that we could not identify.

Chocolate chicken was made from chocolate hard candy.

Moulding: Good.

Taste: Good.

Remarks: A neatly made novelty. Suggest flavor be checked up and did not taste good. Very attractive novelty well arranged.

CODE 5H40

Orange Solid Chocolate Squares

5 pieces—8/10 of an oz.—5c

(Purchased in New York City)

Appearance of Package: Good.

Size: A trifle small.

5 pieces, each wrapped in foil. Open orange paper wrapper printed gold and blue.

Chocolate: Dark.

Color: Good.

Gloss: Good.

Moulding: Good.

Texture: Good.

Remarks: A good piece of eating chocolate, well made and a good chocolate taste. We wonder if orange is a popular flavor in chocolate? The Clinic's experience has been that fruit flavors do not taste very good in chocolate, either dark or milk.

CODE 5I40

Chocolate Cream Egg—2ozs.—5c

(Purchased in a drug store,
New York City)

Appearance of Egg: Fair.

Coating: Dark.

Color: Good.

Gloss: Fair.

Taste: Good.

Center: Maple Walnut Cream.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating egg. Suggest egg be put in a container or cellulose wrapper.

CODE 5J40

Assorted Chocolates—20 ozs.—

\$1.50

(Sent in for Analysis No. 4385)

Appearance of Package: Good.

Box: One layer, extension bottom. Pink embossed in gold; filigree design name in gold. Green paper wrapper tied with green grass ribbon.

Appearance of Box on Opening: Good.

Coatings: Dark and Light.

Colors: Good.

Gloss: Good.

Strings and bag work: Good.

Taste: Good.

Number of Pieces: 19 milk coated, 26 dark coated, 3 foiled pieces, 1 foiled cornucopia.

Dark Coated Centers:

Raspberry Jelly: Good.

Almond Paste: Good.

Raspberry Cream: Good.

Vanilla Cream Pecan: Good.

Vanilla Nut Caramel: Good.

Nut Nougat: Good.

Nut Nougat Stick: Good.

Chocolate Nut Fudge: Good.

Raisin Jelly: Grained.

Strawberry Jelly Wafer: Good.

Coffee Caramel Wafer: Good.

Pink Cream Nut Taffy-Top: Could not identify flavor in cream.

Orange Cream Cornucopia: Good.

Milk Coated Centers:

Nut Taffy and Chocolate

Paste: Good.

Chocolate Caramel: Good.

Nut Taffy: Good.

Cordial Strawberry: Good.

Chocolate Paste and Nabisco

AMERICA'S #1 OIL OF ORANGE



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180 Varick Street, New York, N. Y. 76 Ninth Avenue, New York, N. Y.

Distributors for: CALIFORNIA FRUIT GROWERS EXCHANGE • Products Department, Ontario, California
Producing Plant: The Exchange Orange Products Company, Ontario, California

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A Seal of Assurance



Manufacturers of candies have come to recognize the Florasynth insignia as the standard of excellence they themselves endeavor to offer consumers in their finished products.

**CANDY FLAVORS
PURE VANILLA CONCENTRATE
ESSENTIAL OILS
CERTIFIED FOOD COLORS**

Write to Dept. "C" for particulars.

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Cobee "Summer H-T"

gives COATINGS that look good, keep good and taste good in warmest weather—they stand the high temperature. Dry—high incipient fusion point—sharp in break—mixes well—easy to work. Finished at 5 melting points for varying requirements—the midsummer grade being "H.T.S.S."

There is a Wecoline Coconut Oil, Hard Fat or Shortening to fit every need.



Cobee special Hard Fats answer the confectionery manufacturer's need for materials to help coatings stand up when the thermometer goes up . . . and to aid high speed production in hot weather. "ASK WECOLINE"—to Send You Generous Production Samples.

WECOLINE Products, Inc. BOONTON, N.J.
Sales Offices NEW YORK . . . CHICAGO . . . BOSTON

Cracker: Good.
Nut and Fruit Paste: Good.
Raisin Cordial: Grained.
Foil Cup Raspberry Jelly: Good.
Chocolate Fudge Wafer: Good.
Assortment: Good.
Remarks: The quality of this candy is exceptionally good. The only fault we could find was with the raisin cordial or jelly pieces, they were completely grained. This is the best box of chocolates that the Clinic has examined in a long time.

CODE 5K40

Dark Chocolate Moulded Egg about 8 ozs.—no wt. stated—40c

(Purchased in a retail shop,
San Francisco, Cal.)

Appearance of Package: Good.
Box: Lavender bottom, yellow slip cover, paste on of a small yellow check, cellulose wrapper.
Coating: Dark.
Color: Good.
Gloss: Good.
Decorations: None.
Taste: Good.
Center: Fruit and nuts: Good.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: A very well made fruit and nut egg. Good eating and contained a large amount of fruit and nuts.

CODE 5L40

Dark Chocolate Fruit and Nut Egg ½ lb.—45c

(Purchased in a department store,
San Francisco, Cal.)

Appearance of Package: Good.
Box: Yellow bottom, lavender slip cover printed silver seal on top.
Egg:
Coating: Dark.
Color: A trifle too dark.
Gloss: Good.
Decoration: Green violet, red and white sugar flavors on top: Good.
Taste: Good.
Moulding: Good.
Center: Good.
Remarks: A good looking chocolate egg, well made, suggest box be wrapped in cellulose.

CODE 5M40

Cream Eggs—1 lb.—39c

(Purchased in a department store,
Chicago, Ill.)

Box: One layer, telescope type printed lavender, brown, yellow and white. Bunnies printed on top, tied with lavender grass ribbon.
Appearance of Box on Opening: Good.
 12 eggs dark and light coated, wrapped in cellulose.
Coatings:
Colors: Good.
Gloss: Good.
Strings: None, rough top.
Taste: Good.

Centers Dark Coated Pieces:
Vanilla Cream Coconut: Good.
Maple Cream Pecan: Good.

Lightcoated Pieces:
Chocolate Cream: Good.
Cherry and Cream: Good.

Assortment: Too small.

Remarks: The finest cream eggs that the Clinic has examined this year. Suggest at least four different centers be made to improve the assortment. Coatings were good for this priced candy, neatly packed, should be a good seller at 39c.

CODE 5N40

Chocolate-Coated Marshmallow Egg—2oz.—10c

(Purchased in a drug store,
Boston, Mass.)

Appearance of Novelty: Good.
Box: Folding with handle on top, printed in green, yellow, blue and red.
Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good, for a 10c seller.
Center: Vanilla marshmallow.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: A good eating marshmallow egg. Neatly packed, should be a good selling novelty at 10c.

CODE 5O40

Chocolate Easter Eggs—12 pieces 10c

(Purchased in a retail candy store,
Boston, Mass.)

Appearance of Package: Good.
Box: Regular egg box, printed in green, yellow and lavender. Bunnies and rabbits printed on top.
Coating: Dark.
Color: Good.
Gloss: Good.
Strings: None.
Taste: Fair.
Center: Vanilla marshmallow.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: Candy was of good quality and well made. Very little, if any profit can be made by the manufacturer at the price this box is retailed at. This number was a big seller in the store where it was purchased.

CODE 5P40

Old English Toffee Bar—1½ ozs. —5c

(Sent in for Analysis No. 4386)

Appearance of Bar: Good.
Size: Good for this type of bar.
Wrapper: Gold foil printed in red and black.
Coating: Milk.
Color: Good.
Gloss: Good.
Taste: Good.

Center: Butter Crunch with pecans and almonds.
Color: Good.
Texture: Good.
Taste: Good.

Remarks: The best butter crunch bar that the Clinic has examined in some time. Very well made and very good quality. Wrapper is neat and attractive. Bar should be a big seller at 5c.

CODE 5Q40

Easter Nest of Eggs—1¾ ozs.—5c

(Purchased in a candy mart,
Boston, Mass.)

Appearance of Novelty: Good.
Size: Good.

This is a novel way of putting up eggs for a 5c number. Round card board cut out for eggs, printed yellow and lavender paper chicks and rabbits, five foiled eggs.

Coating: Dark.
Color: Good.
Gloss: Good.
Strings: None.
Taste: Fair.

Center: Vanilla marshmallow.
Color: Good.
Texture: Good.
Taste: Good.

Remarks: We do not see how it is possible to retail an article of this kind at 5c and remain in business. The idea of the novelty is very good, different and attractive.

CODE 5R40

Chocolate Fruit & Nut Egg ½ lb.—25c

(Purchased in a retail shop,
Chicago, Ill.)

Appearance of Package: Good.
Box: Full telescope, printed dark and light lavender. Egg was wrapped in cellulose.
Coating: Dark.
Color: Good.
Gloss: Good.
Decorating: Good.
Taste: Good.
Center:
Color: Good.
Texture: Good.
Fruit: Good.
Taste: Good.

Remarks: One of the best Fruit and Nut eggs that the Clinic has examined this year at this price. Neatly packed and well made. Neat and attractive box.

CODE 5S40

Panorama Egg—no weight stated —25c

(Purchased in a department store,
Chicago, Ill.)

Appearance of Egg: Good.
Size: Good.
Colors: Good.
Workmanship: Very good. Decorating was well done.

Remarks: We see very few of these eggs nowadays. Years ago these eggs were the best sellers. Egg is not very good eating but very good looking.

**Moulded Easter Rabbit—1 lb.
—29c**

(Purchased in food store,
Chicago, Ill.)

Appearance of Package: Good.

Box: One layer telescope type, printed in green, white, pink and blue. Kid-die scene, girls and bunnies.

Rabbit is a sitting rabbit.

Coating: Dark: Fair.

Center: Cream fruit and nut.

Color: Good.

Texture: Dry and tough.

Fruits: Very strong flavor.

Remarks: Quality of coating and center is not up to standard of this priced moulded goods. Suggest that less flavor be used, also check up the manufacturing of the center. A better coating could be used at the price of 29c.

CODE 5W40

**Milk Chocolate Hollow Rabbit
2 ozs.—5c**

(Purchased in a five & ten,
Chicago, Ill.)

Appearance of Rabbit: Good. Plain cellulose wrapper, blue and white printed seal.

Size: Good.

Color: Good.

Gloss: Good.

Moulding: Good.

Taste: Good, for a 5c seller.

Remarks: One of the best 5c milk chocolate moulded pieces that the Clinic has examined this year.

CODE 5X40

**Light Chocolate Hollow Rabbit
1 1/4 ozs.—5c**

(Purchased in a five & ten,
Chicago, Ill.)

Appearance of Rabbit: Good. Cellulose

FLAVORS ESSENTIAL OILS

P. R. DREYER INC.
NEW YORK, N.Y.

A UNIQUE CATALOGUE

**"FLAVORS
BY
DREYER"**

Containing a handy cross index
on the "Correct Flavor to Use"
listed under Food Classifications.

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**A COMPLETE LINE
OF FLAVORS FOR EVERY CANDY USE**

- TRUE FRUIT EXTRACTS
- FORTIFIED TRUE FRUIT
- IMITATION FLAVORS

P. R. DREYER INC.

119 W. 19th STREET • NEW YORK, N. Y.

wrapping, printed colored paper clip on top.

Color: Good.

Gloss: Good.

Moulding: Good.

Taste: Good.

Remarks: The best 5c chocolate rabbit that the Clinic has examined this year.

CODE 5T40

**Chocolate Marshmallow Eggs
40 pcs.—1 lb.—23c**

(Purchased in a department store,
Chicago, Ill.)

Appearance of Package: Good for this priced candy.

Box: One layer full telescope printed in lavender and yellow.

Appearance of Box on Opening: Good.

Coating: Dark: Good for this priced candy.

Center: Vanilla Marshmallow.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best marshmallow eggs that the Clinic has examined this year.

CODE 5U40

Bonbon Eggs—1 1/4 ozs.—5c

(Purchased in a retail shop,
Chicago, Ill.)

Appearance of Package: Good.

Box: Folding printed in blue, yellow, ducks, chicks, etc., printed on box. Egg is a coconut paste, center shaped like an egg, dipped in yellow bonbon cream, sugar violet on top.

Coating:

Color: Good.

Texture: Good.

Taste: Good.

Center: Vanilla Coconut Paste.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A well made egg, good eating and cheaply priced at 5c, neatly packed.

Chocolate Coatings

THAT HAVE

**FLAVOR * SMOOTHNESS
UNIFORMITY * QUALITY**

HOOTON

CHOCOLATE COMPANY

339-361 NORTH FIFTH STREET, NEWARK, N. J.

ESTABLISHED 1897

**CHERRY
No. 247**



For downright goodness and unsurpassed flavor character in your

**HARD CANDIES, JELLIES
and CREAM WORK**

this J.B.L. Cherry, No. 247 will meet your most critical demands.

You may taste this flavor in the finished goods at our

BOOTH No. 505

Confectionery Industries Exposition.

James B. Long & Company, Inc.

Chicago
233 West Erie St.

New York
415 Greenwich St.

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

FOOTE-JENKS OFFICIAL DIES

Clarence H. Redding, 52, secretary-treasurer, Foote & Jenks, Inc., Jackson, Michigan, died April 19. Joining the organization in 1907 as a salesman he rose to the rank of sales manager in 1918 and in 1930 was elected secretary-treasurer of the firm and was serving in both capacities at the time of his death, completing 33 years of service. Mr. Redding served on various association committees and was among the leaders in progress toward the goal of better products and better services and his efforts to raise the level of the industry earned him a host of friends throughout the country. Not only extremely active in association work, he was also very active in his local community, and his constructive work with young men has left an indelible mark in the city in which he lived most of his life. He was also a member of various civic clubs and other organizations in Jackson. Mr. Redding is survived by his widow, one daughter and one son.



Charles H. Redding

J. B. Long, president of J. B. Long & Company, Chicago, is back at his desk after an appendectomy at the Henrotin Hospital. The J. B. Long & Company have moved their offices to 818 N. Franklin Street. They were formerly located at 233 West Erie Street.

A new flavor catalog, containing a list of true fruit extracts and fortified flavors as well as a complete listing of imitation flavors and a cross index which lists under the various headings of food classifications the correct type of flavor to employ, has just been announced by P. R. Dreyer, Inc., New York City.

Samuel Eisenstein, 52, for many years manager of the corn sugar and syrup sales department of the Clinton Company, passed away in Miami, Florida, April 24. Mr. Eisenstein was born and educated in Chicago. He started with the Clinton Company in 1907. He is survived by his wife and son, Robert.

A new fan moving the air straight up to the ceiling with sufficient force to keep it moving until it has made a complete circuit has been put on the market by Reynolds Electric Company. This air circulator not only eliminates temperature variations by mixing the air and keeping it in circulation so that the temperature is exactly the same at all levels, but also creates a practically unnoticeable "air circuit." Another outstanding feature is the portability of either the high stand model or low stand model and a ceiling model is also obtainable for permanent installation.

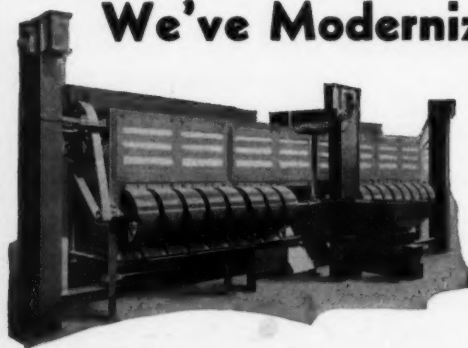
DURLING HEADS STANGE COMPANY

At a recent Board of Directors meeting of the Wm. J. Stange Company, William B. Durling was elected president and Frank M. Hartigan, secretary-treasurer. Mr. Durling has been associated with the firm for more than 10 years and has held the positions of vice president and sales manager. Mr. Hartigan has served as secretary of the company for 19 years and will continue his jurisdiction over financial matters and manufacturing operations. The majority interest formerly owned by the late Mr. Stange will be purchased by Mr. Durling and Mr. Hartigan.



William B. Durling

We've Modernized Chocolate Equipment



One of the Lehmann units, The Cracker and Fanner.

NOTABLE improvement in equipment, resulting in better products, has marked the past decade in the Chocolate Industry. That Lehmann has provided much of the improved equipment is in keeping with a tradition of more than 100 years. The efficient five-roll Refiner, the Cracker and Fanner, the Cocoa Liquor Mill and the Disc Conche, all give evidence of Lehmann leadership in this field. More than that, these modern machines indicate Lehmann's understanding of chocolate-making problems, and ability to solve many of them through better equipment.

We offer the cooperation of our Technical Department on all matters of chocolate-making machinery.

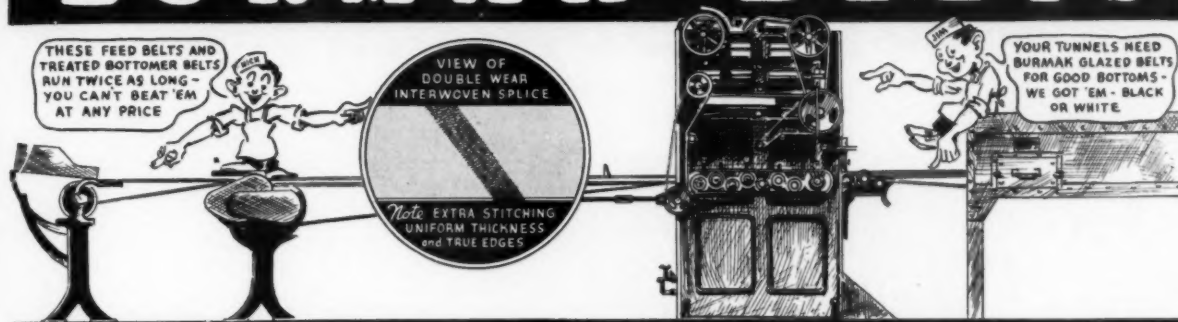
J. M. LEHMANN COMPANY, Inc.

250 West Broadway New York, N. Y.
Factory: Lyndhurst, N. J.



The Standard for Quality
in Machinery Since 1834

BURMAK BELTS



Booth 504

The Welcome Mat is always out at Booth 504 where the Newest Developments in Candy Belts will be on Display.

Bring along all your belting problems and discuss them with Burrell Belting Engineers.

A Burrell Belt for every Need.

“BUY PERFORMANCE”

BURRELL BELTING CO. 401 So. Hermitage Av. Chicago

A white glove to be worn by employees of food-processing plants made from a new formulation of Du Pont neoprene is now being introduced by the Pioneer Rubber Co., Willard, Ohio, and it is said to be the first white neoprene glove ever produced. These gloves of white neoprene are supplied in various weights and ranges of sizes for both men's and women's wear and resist deterioration under exposure to oils, greases and fats; lactic and other acids; cleaning compounds and the various elements common to the food industries. They are odorless and non-toxic.

A new bulletin has just been issued by F. J. Stokes Machine Company which describes two Stokes high vacuum gauges, Model A and Model B. The instruments are similar in appearance and construction, differing only in size, weight and range. Quick reading, safe portability, rugged construction, light weight and the closely accurate readings obtainable by even an unskilled operator are features of these two gauges.

A new type of decorative tying cord coated with a plastic material which cannot chip or peel off and is completely flexible, pleasant to the touch and easy to knot and tie, is being introduced by Freyberg Bros., Inc., Stamford, Connecticut. The new cord can be obtained in a variety of colors including pastel shades and crystal clear and is suitable for general use in retail establishments where attractive packaging is an important factor. It is packed in a new type of self-dispenser spool which is provided with its own cutting device. Sample cards showing full range of colors are now available.

for May, 1940

STOP!

At BOOTH 503
at the
Confectionery Industries Exposition
Waldorf-Astoria Hotel
New York City
June 3 to 6

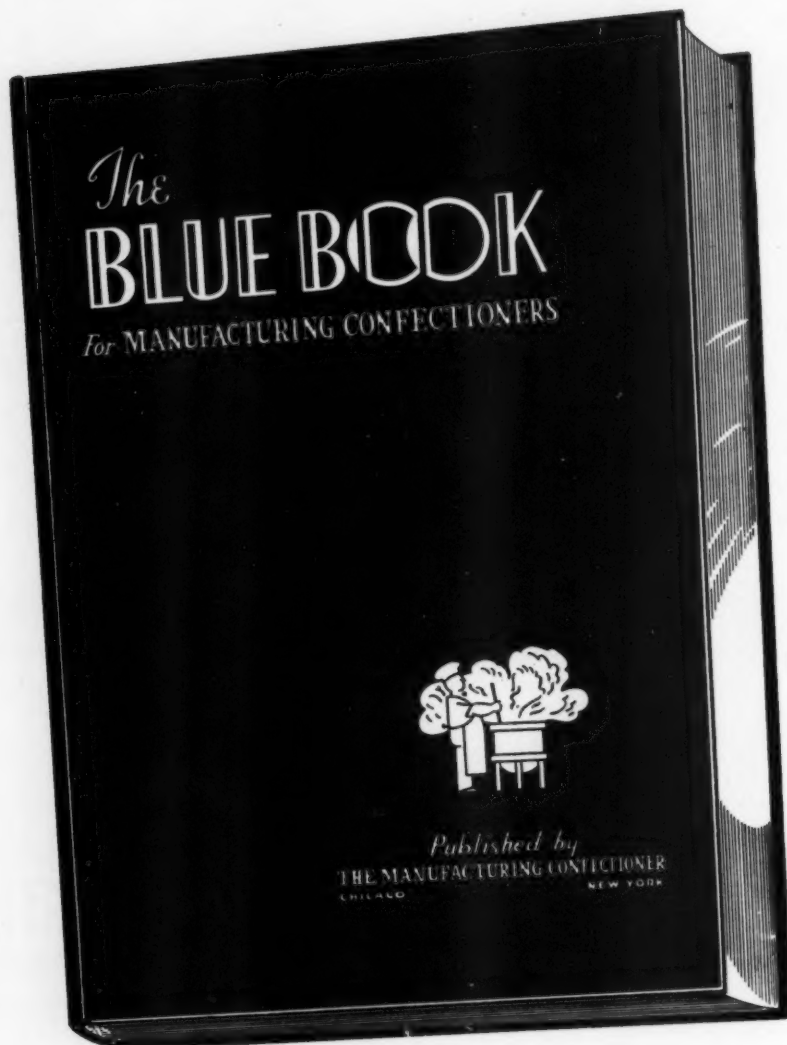
LOOK!

At our exhibit and meet our experienced engineers who will be on hand to welcome you and answer any questions you may have regarding special cooling, conveying and air conditioning problems. We'll be waiting for you!

ECONOMY EQUIPMENT COMPANY, INC.

223 N. WOLCOTT AVE., CHICAGO
152 W. 42ND ST., NEW YORK CITY
2100 E. VERNON AVE., LOS ANGELES

It's Coming!



PURCHASING EXECUTIVES in Confectionery Plants themselves have told us of the need for a New, Revised edition of the BLUE BOOK. Above all else, the BLUE BOOK is designed to be an indispensable reference aid to the manufacturer—a complete source of information for the buyer of confectionery supplies and equipment.

To the manufacturers and seller of supplies, machinery and equipment for candy

plant use, the BLUE BOOK offers the opportunity of covering, with a single advertisement, his entire field of prospects in our Industry. But more, he has the assurance that his message will work for him at least several years, as no new Edition will be published in that time.

It's the chance of a life-time in an active and interested market. Don't fail to make your space reservations early. Forms will soon close.

THE MOST COMPLETE, MOST USEFUL AND INFORMATIVE GUIDE FOR CONFECTIONERY PLANT BUYING

THE BLUE BOOK

For MANUFACTURING CONFECTIONERS

● Only once before has this tremendous job of cataloging the sources of supply for Confectionery Manufacturers been undertaken. The work was so well done that copies of the first BLUE BOOK—now 16 years old—are still being used for reference in the offices of purchasing executives in candy manufacturing plants.

1940 Edition Revised

● Now a New BLUE BOOK is coming—modernized, revised, re-edited, and brought up to date. The facsimile of the cover on the opposite page gives you an idea of the modern streamlined publishing job that is being done on the 1940 Edition. Work of placing the catalog listings of all supply sources in their proper categories is practically complete. Use of the very latest type-style will make the 1940 BLUE BOOK as readable as your favorite newspaper.

Purchasing Executives Assist

● Purchasing executives in Candy Manufacturing Plants have given us their unstinted help in compiling the lists of their buying sources. Naturally, this co-operation on their parts indicates their recognition of the need for a general catalog-directory of all supply sources. Further, their willingness to help infers that they will be intensely interested in the supply firms who are helping to make this service possible for them through their purchases of display advertising space.

Advertising Augments Listings

● Being listed in the BLUE BOOK will be of inestimable value to supply firms. However, these listings will be scattered all over the book under the various classifications of products or services such firms have available for manufacturing confectioners. To make the listings of utmost effectiveness, therefore, the supply firms should not fail to tie up all

their products in display advertisements in which they further describe or explain their products and services.

Long Life for Advertising

● For the supply firm the BLUE BOOK offers an opportunity to accomplish—at a single expense and with a single effort—complete coverage of every Buyer in this Industry. Better still, you have the assurance that this single advertisement will work for you several years, since another BLUE BOOK will not be published for at least several years.

Rates Are Reasonable

It doesn't cost a million to get this complete coverage of the Industry through the BLUE BOOK. Nor even a thousand. Rates have been established on a reasonable basis in order to permit every Supply Firm, large or small, to obtain fullest benefit from the Directory. If you haven't investigated the BLUE BOOK and its value to you as a confectionery supply firm, write at once. Only a few weeks remain for you to reserve advertising space.

Complete Distribution

● No Directory of this type is valuable unless everyone in the Industry has access to it. Hence, the 1940 BLUE BOOK will not be sold. **It will be distributed free** to every candy manufacturer of record. This means that more than 2,000 copies will be distributed in the United States, in Canada, and in Many Foreign Lands. The international character of the BLUE BOOK, established with the first Edition published in 1924, makes it an even more effective medium for firms advertising American-made machinery, raw materials, supplies, packaging materials, and the myriad of other supplies and services used in Confectionery Manufacture.

THE MANUFACTURING CONFECTIONER PUBL. CO.

400 West Madison St., Chicago

71 West 23rd St., New York

CITRIC ACID

TARTARIC ACID

CREAM OF TARTAR

SODIUM CITRATE



EST. 1849

Manufacturing Chemists

CHAS. PFIZER & CO., INC.

81 MAIDEN LANE, NEW YORK, N. Y.
444 GRAND AVE., CHICAGO, ILL.

THE STANDARD

SPEAS

CONFECTO-JEL

**A Complete Pectin Product for Making
Jellied Candies**

**READY to Use
NOTHING to Add**

SPEAS MFG. CO. KANSAS CITY, MO.

CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY!

FRESH EGG WHITES—

(Continued from page 29)

and a smooth, creamy mass forms. Then add the water specified in your formula for dissolving the egg and whip in high speed to a good peak. Slowly add the cooked syrup (170° to 200°F.) and continue beating to the desired consistency.

Horizontal Type Marshmallow Beater—Turn hot water into the jacket and warm beater to about 120°F. Place cooked syrup in the beater and start beating to cool the batch down to 160° or 170°F.

1. If the egg has been dissolved in the water, add the egg solution to the batch while machine is in motion and continue beating to desired consistency.
2. If egg is to be whipped into a froth before it is added to the batch, whip the egg and water with a little syrup or sugar on a vertical beater, as outlined for that machine, to a good stiff peak. Add this whipped egg froth to the batch in the horizontal machine, and beat it to the desired consistency. This method will insure proper stabilization of the egg at the right time and result in exceptional volume and stability for this type of beater.

Always keep the lid of the beater partly open while beating the batch, so that cool air can be drawn into the batch to cool it down and expel the vapor at the same time. Unless the vapor is expelled, the batch will absorb too much moisture. If the weather is damp and the humidity high, delay production until a more suitable period. If the relative humidity is high, the batch will absorb moisture faster than it can expel it and a soupy, weak batch will result. If production must go on, make adjustments in the cooking temperatures of the syrup to compensate for the excess moisture in the air.

Factors to Test for Quality and Value

While great strides and improvements have been made in recent years by individual manufacturers engaged in processing and dehydrating eggs in the United States, no effort to standardize the quality and performance of the product has been attempted by the industry as a whole. This has resulted in almost as many different types of dehydrated egg whites as there are manufacturers producing it. Until all manufacturers produce egg white solids of the same general characteristics and quality, the confectioner necessarily has to rely on the integrity of the manufacturer and continue determining the relative value of the following factors essential to a satisfactory dehydrated egg white: Odor; moisture content; color; absorbing ability; whipping volume; coagulability; cell structure; stability.

Most of these factors are also essential in comparing the value of egg white solids with the liquid or frozen egg whites. Liquid and frozen eggs are used by many confectioners who prefer them to the old type egg albumen. However, there is still another factor to be considered in determining the relative value of egg white solids and liquid egg whites. In using liquid egg whites, the batch necessarily has to be cooked at an exceedingly high temperature to dispel the excess moisture in the eggs. This causes serious discoloration and toughness. With egg white solids, the moisture is reduced to a minimum beforehand, and the batch can be cooked at much lower temperatures. As a result, there is no discoloration. Users have found improvements in both color and texture together with a saving of time.

SALESMEN'S SLANTS

C. RAY FRANKLIN, Broadcasting from Liberty

SOMETHING for the manufacturers to think over. In the olden days when a jobber went out of business some one else took his place and carried on. Nowadays when a jobber quits no one takes his place and the business he got seems to drift to the chain stores as the other jobber or jobbers in his community seem to sell no more goods. It's a funny proposition but if you will check on it I believe you will find it is true. The jobbers are all in hopes that the manufacturers who are in session next month again will do their derndest to try and do something constructive along the lines of price, if possible, so they can continue in business and pay their bills. I wonder if there is any chance?



We are planting our gardens out here in Liberty now and hoping for Spring. I asked a neighbor lady friend of mine a few days ago if she had planted any cucumbers and she replied, "No. The directions on the package said to plant the seeds in hills and you know our lot is perfectly level. No wonder I failed to get any last year."

This last week outside of a sleet, hail and only a small snow storm the weather was fairly good and if everything comes along alright we should have some warm weather by the Fourth of July. I cannot remember when we have had a more backward spring. One thing though the jobbers have had a long time to rid their stocks of chocolate goods! All is not bad.

The Kansas City and St. Louis Candy Clubs met in joint session in Columbia, Mo., a few days ago and organized a parent Club to be known as the Mid West Confectionery Salesmens' Association. It is hoped that at a later date other Midwestern clubs will join and with numbers comes strength. The officers elected were: Russell Cobb, St. Louis, Mo., president; M. Zupanic, Kansas City, vice president; Joe Beck, Kansas City, 2nd vice president; C. Ray Franklin, Kansas City and Liberty, secretary-treasurer.

Saw Candy Ed Kitchen a few days ago and the following is his latest. Father: "I like the young man that comes to see you; he always goes home before 11 o'clock." Daughter: "Yes; if he stays any longer his wife gets sore." Don't know where Ed got it; he covers so much territory.

I saw John Murphey a few days ago and he is walking pretty well with a cane. Guess you all know he fell and broke his ankle in January. Glad to see you on the job again, John.

Jack Garrett with Euclid Candy Co., who recently came

The New Greer Peanut Cluster Dipping Machine

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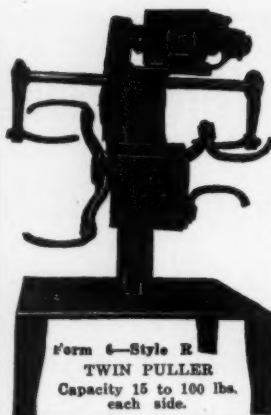
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Capacity 15 to 100 lbs.
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Capacity
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arms. Pulls either hard-
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the same or different
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CANDY manufac-
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IDEAL WRAPPING MACHINE CO.

MIDDLETOWN, N. Y.

EST. 1906

U. S. A.

CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY

to the Middle West from the West Coast, is not only a good candy man, but knows his dictionary. To wit: Amber Light: Something the other fellow is supposed to wait for while you drive through. Cigar Lighter: A gadget on the dashboard which works only when Junior sticks his finger in it. Detour: The longest, roughest distance between two points. What sez you? Does he know his stuff?

* * *

Cap Coker of Parsons, Kansas, who really does a job when it comes to selling candy, met a friend of his on the street the other day who had been imbibing rather freely and said to him, "Been drowning your sorrows, I suppose," "No, but I've been giving them a darn good swimming lesson." came the reply.

* * *

Donald Jones, that well known candy broker of Dallas, Texas, sent the following up North a few days ago. Sam (at picture show): "Mandy, tell dat niggah on de utha side to take his ahm from 'round yo' waist." Mandy: "Tell him yo'se'f, he's a puffin strangah to me."

* * *

Frank Liebo has recently moved to Kansas City and is now calling upon the jobbing as well as large retail trade for Bunte Bros. Welcome to our city, Frank.

COMING EVENTS

- June 2-5. Associated Retail Confectioners of the United States, Convention, Hotel Pennsylvania, New York City.
- June 3-6. National Confectioners Association, Convention, Waldorf-Astoria, New York City.
- June 4-7. Lithographers National Association, Convention, Del Monte Hotel, Del Monte, California.
- June 9-11. Certified Milk Producers Ass'n. of America, Convention, Hotel Roosevelt, New York City.
- June 17. Semi-annual Convention, American Society of Heating and Ventilating Engineers.
- June 23-27. Advertising Federation of America, Convention Sherman Hotel, Chicago.
- June 24-26. Flavoring Extracts Manufacturers Association, Convention, Drake Hotel, Chicago.

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SEATTLE, WASHINGTON

Territory: Pacific Northwest Trading Area.

MALCOLM S. CLARK CO.

332 VIRGINIA AVE., SAN FRANCISCO, CAL.

923 E. 3RD ST., LOS ANGELES, CAL.

1238 N.W. GLISAN ST., PORTLAND, ORE.

Territory: Calif., Ore., Wash., Ariz., W. Nev., N. Idaho & Hawaiian Islands

DESIGNING CANDY DISPLAYS

By **CHARLES C. S. DEAN**

Designer, New York, N. Y.

EFFECTIVE displays have become an indispensable adjunct to successful merchandising today. This is especially true in the candy field, where to attract the eye and to whet the appetite is sure to ring up a sale on the cash register. But unfortunately the candy industry has devoted too little thought, time and effort to this phase of activity. The possibilities in the display field are many, especially when certain basic design ideas are successfully applied. That will be the subject of this article.

A glance at the windows and interior displays in most candy stores reveals a deplorable lack of originality or imagination. Many use the age-old stack of boxes with one or two on an angle at the top of the pile—also with a few open boxes at various points. The common variation of the theme is seemingly based on the theory that if a few candies are attractive, a large tray-full or several trays will be so much more attractive. The result of the latter is often such a mass of sweets in the display that even the most ardent candy lover is surfeited rather than attracted.

As a designer, my approach to the problem of displaying candy to best advantage would be, first, to decide upon a basic theme or idea for the display. This idea must, of course, be suitable for the merchandize displayed, the season of the year, the general character of the trade, etc.

The second approach would be the study of the product itself. Candy is a most interesting product to deal with in this respect. Let us take chocolate confections as an example. Chocolates come in various shapes and sizes. There are the dark varieties, ranging from the

rich almost black brown to the "high yallar" milk chocolates. Added color variation is given by nuts, marshmallow, or other fillings not entirely covered by the coating, and in addition gold, silver and colored foil wrapping provide another variation. The textures of the different candies also vary. All these factors can be used to advantage in designing displays.

Decorative Materials Must Be Suitable

The third approach is to find other materials that will add to the eye-catching and appetite-appealing qualities of the candy show window. A glance at current candy display practice reveals a tendency to introduce extraneous items. For example, the writer recently noted a window in which strips of blue silk and artificial pink carnations were strewn among the candy trays and the stacks of packages. The pink carnations may have been there for Mother's Day, but there seemed to be no rhyme or reason for the blue silk which neither matched nor complemented the packages or the candy in the display. Modern display technique as applied by leading mercantile institutions, such as department stores, has long graduated from the idea of just putting a dress or a piece of furniture in a display. In keeping with this trend, the candy industry should revise its display methods. A chain of New York restaurants makes attractive displays of fruits and vegetables. Certainly candy offers a more appealing and variegated medium than the lowly apple or string bean.

Having established the basic principles for our candy display, the next step is to get down to brass tacks.



Left—Whitman's Displays, Like Their National Advertising, Play on the Theme of Giving Candy as Gifts for Various Occasions. Right—This Mother's Day Display, Created for Gobella, Uses as a Center Piece a Blow-Up of the Illustrations Used on its Mother's Day Boxes.



Candy Display on Sales Floor of Large Department Store. All of this Goods is in Transparent Cellulose Bags and Indirectly Lighted, Giving a Striking Effect.

What idea or theme shall we use? We might for example decide to center the development of our display about a trademark or logotype. If such is the case, it would help the continuity of our other advertising and promotional efforts; it would serve to make our display another reminder to the casual passer-by or active window-shopper that here was our special product for sale, not just another brand of candy. The underlying design of our display might be planned to harmonize with a new style of package recently put on the market or with a current advertising campaign in newspapers and magazines.

If we are agreed on the theme, the next step is its execution. The various sizes and shapes of the different kinds of candy, the colors of the candies themselves and of their wrapping offer the imaginative designer a wide choice. He may use them like an artist uses the various colors on his palette. He can execute the trade-mark or logotype in colored candies in a variety of ways. He might strive after realism or he might prefer to conventionalize the subject. Whatever the actual technique used, the result will be more interesting and exciting than the usual stack of boxes or trays of candy just set in the display.

If the trade-mark happens to be unsuitable for this purpose or for other reasons it is deemed preferable not to use it, the same method of attack can be used to work out interesting designs following classical patterns or those bold and modern in conception.

Display Must Reflect Pleasurable Occasions

Since candy is a product generally associated with pleasure and pleasurable occasions, it is important in displays to keep a light and buoyant touch. Heaps of confections or piles of boxes are just passive, but in planning our display ideas we should avoid taking ourselves or the subject too seriously.

Although the writer does not claim to have made a thorough market study of candy displays, he has given considerable thought and attention to the general subject of expanding sales through displays. He does not recall any efforts on the part of the candy industry to associate its products through display to the occasions or settings in which they are used. To be sure there have been some displays—of the large colored litho type showing the conventional pretty girl more often than not—not even nibbling a candy. But very little display effort seems

to have been diverted into channels actually dramatizing the setting in which the candy is to be eaten.

Candy for your bridge party, candy after meals, candy for the theatre or movies, candy as a gift for that best girl, candy for a bed-ridden friend, etc., etc.—all these might be used as ideas on which to base displays. Blow-ups of photographs can be used to furnish the necessary background; a little ingenuity will do the rest.

An interesting display might be built around the proper way to serve candy on various occasions, with table decorations, party table, mints after dinner, chocolates in the drawing room, etc.

Another basic idea to use as a point of departure for our candy displays are the seasons of the year. The idea now used in black and white assortments, or in green and white mint packages, might be applied on a broader scale to give an attractive and cooling effect for a summer display.

In planning the displays, it is necessary to keep in mind constantly that in order to accentuate the product—in order to put your point across with the public that sees the display—mass effects are not needed. A white man in Africa in the midst of a large group of dusky-skinned natives will seem much more white than the same man in an equally large group of his white fellow-townsmen back home. In the same manner, a box or trayful of candy properly set off in the midst of a display will say "candy" much more strikingly than ten boxes or trayfuls.

A mistake to be avoided however, is making the display more important than the product. The writer recently recalls passing a drug store on one of the most valuable corners in New York. In one window was a striking display—a black velvet background with a gold decorative effect in the foreground. It immediately stopped passers-by; but it was impossible to tell what the display was about until one practically pressed one's nose against the glass.

Use Basic Display Principles for Candy

As a practical suggestion, it seems to me that it would be helpful for the candy industry to apply a basic display principle that has been tried in other fields, such as stage design, and proven effective and successful. To get a variety of display backgrounds, a set of platforms, bases and columns should be worked out in proper proportion to the window or show case available. Through careful arrangement, it is possible to develop a variety of setting that need be limited only by one's imagination and ingenuity.

These platforms, bases, etc., should be painted in an effective neutral color such as a strong grey or good light green. The final choice of color must, of course, be related to the dominant color scheme of the product wrappings or the background of the window or the store in which the display case is located. A good choice of color is economical because it will be suited to many different types of arrangements and displays. For variety's sake, it is always possible to cover the bases with interesting material, plain or with a design, as the theme of the window or the occasion may demand. In addition, interesting lighting effects can be worked out.

In this, the concluding of a series of three articles on the application of art to help solve the merchandising problems facing the candy industry, the writer has merely touched on a number of high-spots which seem

fundamental to a designer. In surveying the candy field, one cannot but voice regret that so basic a product as candy, the sales of which are so closely related to creating a conscious demand on the part of potential consumers, has fallen so far behind other industries in making use of the sound design principles. Other industries and organizations, the food industry and the chain stores, for example, years ago modernized their packages and display arrangements. The candy industry, for the most part, however, is still in the hearts and flowers—the "candy box"—era of artistic development as far as its containers and displays are concerned.

It has successfully solved its production and many of its distribution problems, but even the largest factors in the industry, who undoubtedly spend thousands in product research and who have sizeable advertising budgets, have treated their packages and displays like step-children.

It would seem that a golden opportunity awaits the manufacturer who can successfully solve this problem and thus gain an immense competitive advantage by assuming the leadership and setting an example to the industry. He will be imitated of course; every true leader is. But he will have gained a tremendous advantage in prestige and sales.

MACHINE WRAPS PLIOFILM

A new machine for wrapping packages in Pliofilm has been announced by Package Machinery Company, Springfield, Massachusetts. Because of its special nature, Pliofilm, the new transparent material developed by the Goodyear Tire & Rubber Company, requires precise temperature control and special folding mechanisms are necessary. The application of heat causes the



material to be welded to itself which results in a tight seal. Because of the tight seal, an easy-opening tape is necessary to facilitate opening of the packages. This tape can be applied automatically by the wrapping machine. The standard FA types of wrapping machines with modifications are being used.

An informative brochure on a number of stock grades of glassine which include embossed, colored, plain, grease-proof waxed papers and specialties has just been published by the Riegel Paper Corporation, New York City. Every known variety (plain or waxed) and special sizes are available. Included in the brochure is a half-tone cut of the Milford (N. J.) mill, which is the largest mill in the world, and also a descriptive map of the four Riegel mills founded in 1862. Through these facilities the company offers candy manufacturers rapid deliveries, constantly uniform quality, every known variety of glassine from one source, and special sizes. Copies of this booklet can be obtained upon request.

William Michaelis is now representative for A. Klein & Company, New York City, in the South, West and Middle West.

for May, 1940



BUNCH WRAPS IRREGULAR SHAPES IN FOIL • WAX • CELLOPHANE

— Up to 130 per minute! —

Chocolates and other irregular shaped pieces can be bunch wrapped quickly, uniformly, and attractively on the Rose ISB. The wrapper is placed smoothly around the top of the piece and bunched underneath. Wax and cellophane can be sealed by heat. Cellophane wrapped chocolates offer a new item for you to sell in the bulk candy field. Let the Rose handle the wrapping on a high speed basis.

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ROSE CANDY MACHINERY



THE CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October

Cookie Chocolate

1 lb.—29c

CODE 5140 — Description: Counter display carton for food stores containing six 1 lb. cellophane bags of chocolate bits. Display printed in three colors. The cellophane bags are printed in white and red. The counter display is a die cut, folding box, the lid so cut as to form a "flag" on which is an illustration of cookies, the name of the product and the price.

Design: The design is good. Color is very well handled. It is definitely a grocery store package and not a candy box. The illustration of the cookies is not up to the standard of the remainder of the display piece. A line drawing of the cookies would have shown them to better advantage.

Sales Appeal: This particular piece of candy has been created for a definite market which has grown among home cookie bakers during the past year or two. It is designed to attract the trade of the home cookie baker and as such incorporates the best features of outstanding grocery store counter displays. It should increase the sale of this chocolate for home baking purposes.

Display Value: Excellent.

Remarks: With the exception of the criticism with reference to the illustration of the cookies on the "flag," this is an excellent display and should increase the sale of this type of chocolate for the manufacturer. It is a new item, having been on the market for about two months. As an incentive to the customer, recipe booklets are given away with each package of chocolate bits.

Mint Marshmallows

6 oz.—19c

CODE 5240 — Description: Cellophane wrapped, heat sealed, telescope box. Box top covered with low priced litho paper in two colors, green and yellow. A mint leaf border is placed across the bottom of the cover. The lettering is in modernistic style and above this at the center of the package is the characteristic colonial figure used as a trade mark by the manufacturer. Ingredients listing is carried in three lines at the upper right hand corner of the box top. The lower portion of the box is ordinary boxboard.

Design: A partial description of the design has been given in the foregoing paragraph. The only criticism of the design is that the list of ingredients would have looked better in a single line across the top of the box, inasmuch as its present position throws the otherwise centralized design off balance. The colors used give the package a cool look which makes it appealing for summer trade.

Box Findings: Embossed padding backed with glassine. The candy is in

brown glassine cups.

Appearance on Opening: The build-up for a summer candy given on the exterior of the box is not carried out in the appearance of the goods on opening the box. We see a solid layer of dark chocolates in dark cups without a hint or tie-up with the summery cover design. A few typical summer pieces would have made a more interesting assortment. The appearance of the chocolates, however, for a low priced item, is good. Gloss and stringing is good.

Sales Appeal: Sales appeal is fair, particularly with reference to the box exterior. However, we believe this would be enhanced by the addition of typical summer pieces to the assortment in general, or even a few uncoated marshmallows.

Display Value: Fair.

Remarks: At 19c this should be a fairly good summer seller even though the combination of chocolate mint marshmallow is a bit out of the ordinary.

Sticks and Pops

8 oz.—25c

CODE 5340 — Description: Cellophane wrapped, telescope box, heat sealed. Box top covered with white litho paper printed in green, red yellow and blue strawboard box.

Design: Lithographed illustrations of pops, and youngsters and their ani-



AT A NEW LOW PRICE!



Our new Diafane Caramel Wrap offers three technical advantages worth your immediate investigation. In addition, the new low price means but a moderate increase in cost if you now use ordinary waxed paper—and offers more than 40% saving when compared with the cost of printed or plain transparent cellulose.



Its natural tint complements the usual caramel colors, and heightens its glossy transparency. Brilliant printing is easily and economically achieved.



Even in the hottest weather, Diafane Caramel Wrap will peel off cleanly, quickly and in one piece, without any sticking. It is odorless and tasteless, leaving only the fresh, rich flavor of the caramel when removed.

It works on any machine at top production speed. It folds well and stays folded.

Write for samples, prices and a small box of wrapped caramels that prove every claim we make. If you wish, a trial roll will also be sent without obligation.

RIEDEL PAPER CORPORATION
342 Madison Avenue
New York, N. Y.





Two Outstanding Packages Examined by the Packaging Clinic this Month. The Box at Lower Left Will be Re-Designed, by Request, and Discussed in Next Month's Issue.

mal pets. The illustrations are old fashioned. The design is not good, inasmuch as the designer did not take into consideration the mechanical requirements for placing the paper on the box top. The figures run off the sides of the box and down the sidewalls, which is poor draftsmanship.

Appearance on Opening: Fourteen pops in the center of the assortment surrounded by candy sticks laid lengthwise and breadthwise to form a sort of frame for the pops. The various colors of the pops and sticks would make this assortment interesting for youngsters, for whom it is apparently designed.

Box Findings: All pops and sticks are individually cellophane wrapped. To set off the pops at the center there is a piece of boxboard over which has been put a piece of red waxed paper. The pops are separated from the sticks by a rectangular divider which is gold edged.

Sales Appeal: This assortment is apparently designed for children and is to be used as gift merchandise and not necessarily as candy which the children themselves would buy.

Display Value: Good.

Remarks: If, as the Clinic supposes, this box is designed for adult purposes to be used as gifts to children, then the price of 25c is perhaps all right although it is very doubtful that this is a 25c value. As a box to be bought by children it is priced too high. Pops of this size can be bought at two for a cent which would make this particular assortment on the pops worth 7c and the stick candy at most, would cost

10c. On this basis the customer would be paying too much for the box.

Nut Brittle

No Weight—59c

CODE 5440—Description: Circular metal stock box wrapped in cellophane and heat sealed, with paper band label across the top.

Design: Conventional all-over stock design in black and gold.

Appearance on Opening: By means of dividers the box is separated into 16

compartments containing four different types of nut brittle in square shapes, disk shapes and almond shapes. This makes for an interesting appearance. The candy is tightly packed to prevent breakage.

Box Findings: Inside the box top tissue paper is separated from the candy by a circular disk of waxed paper. Rough cut cardboard dividers, yellow glassine cups.

Sales Appeal: This is a good assortment for summer trade. It should be displayed open so that the customer may see the variety of candy offered in the assortment. Use of the larger nut pieces in the square candies gives them a dice-like appearance.

Display Value: Good.

Remarks: It is too bad the manufacturers of this candy could not have chosen a more interesting box in which to pack this assortment. Use of a cover design which in some way would convey the idea of the candies contained in it to the customer would, we believe, make this a better seller than it will be in the stock container now being used.

Cottage Assortment

1 lb.—60c

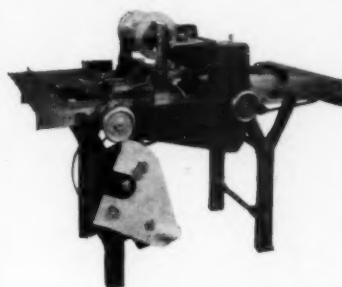
CODE 5540—Description: Cellophane wrapped, heat sealed, telescope box. Box top is covered with litho paper printed in turquoise blue and chocolate brown. The lower portion of the box is blue and the box top is purposely made a trifle short in order that the blue showing around the bottom will give a border effect.

Design: The two ends of the box top are printed to give a burlap effect. In the center panel, which is entirely white, is a picture of a rustic cottage in blue and brown and above this on the left



Interesting Candy Merchandisers Submitted to the Clinic for Criticism and Discussion. Each is an Excellent Set-Up in the Opinion of the Clinic.

FLEXIBLE
SAVE
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MACHINES



**SCANDIA UNIVERSAL
CELLOPHANE
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SEMI AUTOMATIC

FEATURES
CONSTANT SPEED PAPER FEED
CUT-OFF KNIFE—BALL BEARING MOUNTED
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ADJUSTABLE FOR VARIOUS SIZES
PACKAGE ALWAYS FULLY VISIBLE

ALSO FULLY AUTOMATIC MACHINES
WRITE FOR CIRCULAR

VERNON H. CRAGGS & CO.
UNION TRUST BLDG.,
FAYETTE & CHARLES STS., BALTIMORE, MD.
Write for Circular and Full Information
Cable Address "Craggs"

the name of the manufacturer. The assortment name is in script letters underneath the illustration. This assortment name is also carried out on the side panels.

Appearance on Opening: Light and dark chocolates arranged to give contrast with two foil pieces, one in silver and one in blue to offset the general chocolate color. The lower layer is divided into four compartments containing also light and dark colored pieces. Color, gloss and stringing on the chocolates are good.

Box Findings: Embossed padding underlined with glassine. There is a waxed paper liner completely around both layers of candy. Brown glassine cups with a rough strawboard divider underneath which there is a waxed paper liner. The cross divider in the bottom layer is rough cut cardboard.

Sales Appeal: Good.

Display Value: Good

Remarks: The design of the box top conveys the thought of the name and is well done. It gives a rustic effect. The illustration of the cottage is well included in the general design idea but to convey the idea of cottage chocolates even more strongly, it might be enlarged a little in size and the name of the assortment reduced slightly.

Colonial Chocolates

1 lb.—60c

CODE 5640—Description: Cellophane wrapped, heat sealed, extension-edge box. Top is covered with blue litho paper printed in white, yellow, red and green. A two-tone cord in blue and white with blue tassels is wound diagonally across the lower left and upper right hand corners. The cellophane wrapper also contains a gold seal price tag.

Design: Inside of a diamond shaped white panel, a three-tone colonial garden scene. In the upper left hand corner the name of the manufacturer in white and at the lower right hand corner the name of the assortment. Ingredients have been printed over the blue in red ink on the side wall. There is a description of the assortment at the bottom of the box.

Appearance on Opening: An interesting assortment of chocolate, coconut and cream pieces divided into four compartments by a diagonal divider. There are both light and dark chocolates. Gloss and stringing is excellent.

Box Findings: Over the upper layer, embossed padding underlined with glassine. Brown cardboard dividers and of brown layerboard between the upper

brown glassine cups. There is a piece and lower layer. The lower layer is divided into five compartments by curved dividers of the same brown divider board.

Sales Appeal: Excellent. The chocolates in the upper layer of candy are interesting and inviting. Use of cream pieces topped with fruit helps to break the monotony of the chocolate color and gives a light touch which enhances the sales appeal of this assortment.

Display Value: Excellent: This box will lend itself to display both with and without the cover over the candy. Here use of light cream pieces in the upper layer makes for special appeal when the candy is displayed open.

Remarks: The Clinic believes that this is a very good value for the money. The assortment is sold through jobbers, at direct retail and through department stores and should show a good volume through all three types of distribution. The assortment has been on the market for four months.

Mint Roses

8 oz.—25c

CODE 5740—Description: Cellophane wrapped, heat sealed telescope box. Box

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CHICAGO

top is covered with printed flint paper in two colors, magenta and green.

Design: The conventional figure used by this manufacturer is at the center in magenta and green. At both upper corners green leaves and a magenta circle give a drape effect. The name of the assortment is in huge letters at the bottom underneath the trade mark colonial figure.

Appearance on Opening: Seven tiers of crystallized cream candies in pink, white, yellow and green. The candy pieces are in the shape of roses and give a very bright, appealing appearance when the box is opened.

Box Findings: Embossed pad underlined with glassine and white glassine cups.

Sales Appeal: The Clinic believes both the box and the candies have a very fine appeal, especially to the summer trade.

Display Value: Good.

Remarks: The design has too many individual spots and does not have enough general unity. If the designer had used a strip across the bottom with reverse lettering this would have tied the design together and given the appearance of greater unity to the package. On the whole, however, this is a good 25c assortment and should move in fair volume during the summer months.

Chocolate Covered Mints

1 lb.—39c

CODE 51240—Description: Square telescope box, cellophane wrapped, heat sealed. Box top is covered with cream color flint paper printed in green and brown.

Design: A very interesting design. The bottom portion of the box top is printed in horizontal lines going into a solid brown center panel on which the name of the assortment is shown in reverse lettering. Above this and tying into it, a mint leaf circle in green at the center of which is the same colonial figure used by this manufacturer on all boxes. There are larger mint leaves in green at the upper left and right corners.

Appearance on Opening: Four tiers of flat chocolate-covered mint discs. The box has been divided into 16 compartments by means of cross dividers. There is nothing unusual in the appearance of these candies. They are coated in dark chocolate, having a good gloss.

Box Findings: A square piece of waxed paper over the candy. Brown dividers and brown glassine cups.

Sales Appeal: Fair.

Display Value: The Clinic feels that the display value of this box is better when the box is closed than when it is open. The tiers of flat mints give a very uninteresting appearance and this may



Various Summer Assortments the Boxes for Which, Though Having Entirely Different Designs, Incorporate the "Family" Trade Mark Illustration.

have been improved by the use of perhaps several foil wrapped pieces placed in strategic points in the assortment.

Remarks: The design of this box top is very interesting. However, if the reverse lines used on the bottom portion of the box had been made slightly narrower the reverse lettering used for the name of the assortment would have stood out to better advantage. It is curious to note that each compartment contains three pieces, the upper two in one cup and another piece in an individual cup underneath. Apparently it was impossible to obtain cups deep enough to hold three pieces and the manufacturer has solved this problem in a very interesting manner.

Mother's Day Package

2 lb.—\$1.30

CODE 51440—Description: Telescope box. Box top is covered with gold foil having an over-all lace design in buff. The words "To Mother" are printed over this in blue at the upper left hand corner. The name of the manufacturer is at the lower right hand corner in the same blue lettering.

Design: The lace design of this box top definitely puts it into the Mother's Day class and it is one of the richest looking boxes for this purpose that the Clinic has examined.

Appearance on Opening: Two layers of chocolates, nougats, cream pieces, fruit pieces, nut rolls and one jelly piece. The nut rolls are wrapped in cellulose and two flat chocolate pieces are wrapped in silver foil. A chocolate

pudding piece has a very delicate flower design topping in blue and green. The two crystallized creams are also topped with a flower design of pink and green. Gloss and stringing on the chocolates are excellent.

Box Findings: Over the upper layer a piece of bunched tissue paper, then an embossed padding with a glassine underlining. There is a lining of waxed paper around the entire assortment. Nougats, nut rolls, creams are individually wrapped in cellulose. The upper layer has brown glassine cups predominant, but white glassine cups are used for the nut rolls and crystallized creams. White layerboard between layers and a piece of waxed paper immediately above the lower layer. The lower layer findings are similar to those in the upper layer, white and dark cups being used for contrast with the various pieces.

Sales Appeal: This is an assortment which has been created distinctly for Mother's Day trade. The entire assortment has been chosen with this in mind. It is definitely a "class" assortment; in other words, designed to attract a better class of trade. The box is sold exclusively through the manufacturer's own stores and lent itself to a variety of inside and window displays.

Display Value: Excellent.

General Remarks: It is a pleasure to examine and analyze a box which has the all-round excellence of this assortment. It reflects careful planning in every detail and the result achieved has been well worth the extra effort on the part of this manufacturer.

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